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V0.5	20/12/2016	D	Additional content to section 5, minor edits and additional info	Evert-Jan Hoogerwerf
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V1.0	23/12/2016	C	Final document for submission	Caoimhe Hannigan; Evert-Jan Hoogerwerf

*Status of deliverables is indicated by abbreviations/terms as follows:

Draft (D): The deliverable is partially complete or complete but under review/revision before release.

Complete (C): The final deliverable document is 100% completed, reviewed and authorised for release by the partner responsible for the deliverable or the WP leader.

Revised (R): The final released document has been modified/updated with new content.



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Executive Summary

This document reports on the dissemination, communication and exploitation activities undertaken by the ProACT Consortium to engage with and promote the project to external audiences. This deliverable reports on the activities completed within the first 12 months of the project, along with activities that are in progress or are planned for the future.

The report describes these activities with reference to the targets, plans and key performance indicators outlined in Annex 1, Section 2.2. of the ProACT Grant Agreement, in the ProACT Dissemination, Exploitation and Communication strategy (D6.2) and in the ProACT Communications Manual (D6.1). While each of these documents refer to plans for dissemination, exploitation and communication activities, the current deliverable reports on the actual implementation of these activities.

This document has been structured into five sections. The first section provides an introduction to the report, followed by Section 2, which provides a summary of the core objectives of the dissemination, exploitation and communication strategies for ProACT. Section 3 reports on dissemination and communication activities completed during M1-12 and on those that are already in planning/preparation for the next reporting periods. These activities are reported with reference to key performance indicators and targets set out in the Grant Agreement and in D6.2. Section 4 reports about activities undertaken to prepare the exploitation of the project results. Section 5, finally, will assess the overall results of the activities and discuss suggestions for further improvement of the strategy.

This deliverable will be periodically updated to reflect new activities completed across the lifespan of the project. The next update to the deliverable will be submitted in M27, to coincide with the conclusion of the second project reporting period.

1 Introduction

The Consortium is fully aware that projects like ProACT can only lead to satisfactory results if interaction is sought with stakeholders in the field from an early stage. Especially in the rapidly developing sector of digital health and social care, it is of utmost importance not to work in isolation, but to allow stakeholders to influence choices to be made in the project. Part of this “iterative design” scenario is foreseen in the project in WP1, especially with regards to the identified potential user groups for ProACT. Another part is foreseen in WP6, where interaction is sought with the regional, national and international community of colleagues, policymakers, researchers, companies, etc. for the benefit of the project and others that are working for the digitalisation of health and social care in order to reach higher outcomes at all levels. Moreover, being funded with public money, the Consortium has a responsibility to inform about the project.

In the following sections the Consortium reports its efforts in interacting with a range of target audiences to disseminate project results, to communicate the project aims, activities and progress, and to lay the groundwork for exploitation of ProACT outputs as the project progresses. These target audiences are sometimes highly identifiable, reachable and “engage-able”, and are sometimes more difficult to identify and to reach.

The reporting of factual data about completed activities is followed by a discussion on lessons learned and how these will impact on the project.

2 Communication, dissemination and exploitation objectives

The dissemination, communication and exploitation strategy for ProACT is outlined in D6.2., which also lists the following objectives:

Communication Objectives

- To raise awareness and ensure maximum visibility of key project facts, objectives, activities, and outputs among relevant stakeholders and the general public;
- To announce and promote ProACT events, in order to maximise attendance and engagement potential;
- To identify new stakeholders over time, who can contribute to the sustainability of ProACT;
- To highlight the relevance of ProACT for key stakeholders, by providing tailored information to help individuals identify whether ProACT matches their needs;
- To get feedback from relevant stakeholders;
- To share experiences and lessons learned with other researchers;
- To provide information about the Consortium and how to interact with project partners;
- To support dissemination objectives;



- To link different communication channels in order to implement a coordinated strategy and maximise the reach of communication activities.

Dissemination Objectives

- To make the knowledge, results, and outputs developed by ProACT available to the widest possible audience;
- To get feedback from relevant stakeholders;
- To enhance the project exploitation potential;
- To increase the knowledge base of digitally integrated and connected healthcare systems in trial site countries and the rest of the EU.

Exploitation Objectives

- To identify exploitable outputs and results, and to create an Intellectual Property Rights (IPR) Registry to list and track relevant outputs and results. This will be created in early 2017 to capture initial outputs from year 1, as the project progresses into the friendly trial and subsequent main proof of concept trial.
- To ensure strongest exploitation potential of these outputs at both the individual partner level and at the level of the Consortium as a whole, in order to support the development of their current activities and possibly enable development of new activities.

While “dissemination” and “communication” refer to distinct, though interrelated concepts, there is a certain overlap between the dissemination and communication activities, and these activities will therefore be reported together in Section 3. While this deliverable highlights key project dissemination and communication processes, outcomes and results, it is important to note the process will also involve collecting feedback from relevant target audiences (researchers, policymakers in health and social care), so that the exploitation potential of project activities is seen to address key societal challenges (e.g. in digital integrated healthcare, ageing and multimorbidity self-management). This approach will enhance the visibility of the consortium and funding agency.

“Exploitation” on the other hand refers to consolidating the project outputs and outcomes for further research and/or the development of projects and services, as well as exploring business models and models for transferability and scaling up. This will be an evolving process throughout the programme, with increasing activity reported as the overall ProACT system is finalised and tested in the field.

For the ProACT consortium it is important to show that well balanced and coordinated communication, dissemination and exploitation activities, though different in nature, strengthen each other (Figure 1).

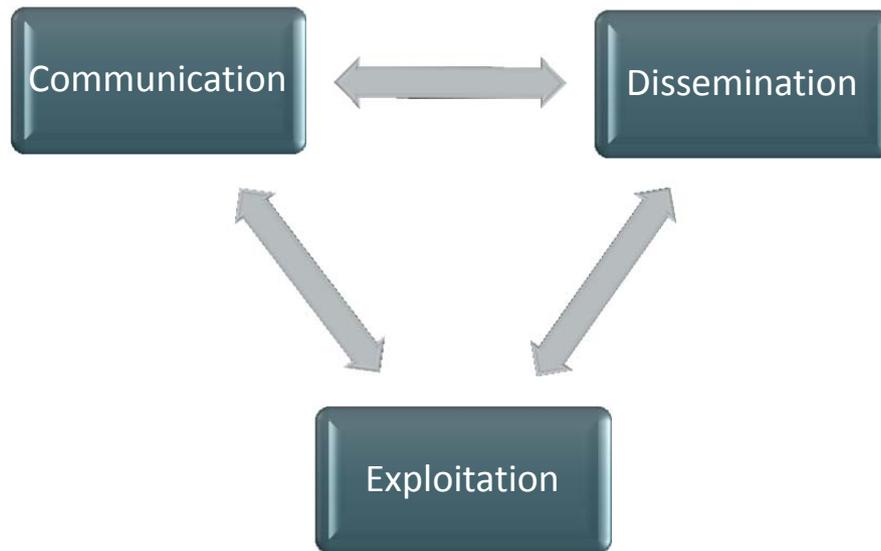


Figure 1: *Communication, dissemination and exploitation activities in ProACT strengthen each other*

With reference to the project cycle it is logical that between M1-12 the focus of the work packages has been on planning and communication activities, in order to create visibility and interest in the project as well as facilitate dialogue with key stakeholders. Starting from M11 activities have seen an increasing focus on dissemination as well as communication, as results from the first phase of the project are exploited. While commercial exploitation activities are foreseen in the final phases of the project. At all times the consortium is cognisant of reviewing and maximising the use of project outputs and discussing best practices for disseminating, communicating and exploiting these outputs.

3 Dissemination and communication activities: months 1-12

3.1 Scientific publications

Target¹:

Scientific Publications	Number of peer-reviewed publications	2 publications per partner (including conference presentations) over the course of the project (Target 24 publications)
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Table 1: Scientific publications during M1-12

Author(s) (affiliation)	Partner Lead	(preliminary) Title	Journal/Book title	Status (Published, submitted or planned)
Doyle, J., and colleagues from DkIT, TCD, AIAS, ASP, iMINDS.	DKIT	TBC: Article to summarise findings from D1.1	Journal of Integrated Care	Planned submission date March 2017

Notes: Findings from deliverables submitted at the end of phase 1 (M9-10) are currently being formulated into a consortium internal publication strategy for 2017. The article listed above is part of this strategy. It is anticipated that significant progress will be made in 2017 in terms of hitting the project publication targets as we now have the first project results and system development completed from the needs and scoping phase.

¹ Note that the targets and Key Performance Indicators (KPIs) presented in this deliverable may be subject to change in further updates to this deliverable; as KPIs will be redefined and expanded upon as the strategy undergoes further refinement.

3.2 Conferences

Target:

Conferences	Number of conference presentations/posters Number of conferences attended	>2 international conferences per partner over the course of the project
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Table 2: Conference presentations and submissions during M1-12

No.	Date	Partner Lead	Author(s)/ presenter (affiliation)	(preliminary) Title	Conference	National/ International	Status: Delivered, Paper Submitted, Planned
1	8-9/06/2016	DKIT	Doyle, J. (DKIT)	ProACT: Challenges in building and deploying innovative technology based solutions for integrated care and well-being of elderly.	Platform presentation at AAATE Workshop 2016, Helsinki, Finland. Assistive technologies and other technologies for elderly people supporting independent living at home.	International	Delivered
2	20/06/2016	TCD	Dinsmore, J. (TCD)	Building and developing a successful EU H2020 consortium and proposal.	Platform presentation at the 29th international Symposium on Computer-Based Medical Systems (CBMS), Dublin, Ireland.	International	Delivered
3	25/06/2016	TCD	Dinsmore, J. (TCD)	Digital Health: EU Research and Innovation.	Platform presentation at Tech Connect Live Conference, Dublin Ireland	National	Delivered
4	17/09/2016	TCD	Dinsmore, J.	EU Research and Industry Engagement	Invited Keynote Speaker at the 16 th European Doctoral Conference in Nursing Science (ECDNS), Bern University, Switzerland	International	Delivered

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5	13/10/2016	TCD	Dinsmore, J	Generating patient based evidence to measure patient reported outcomes: the role of digital health.	Guest speaker at European Federation of Neurological Associations Workshop: Putting the Neurology Patient Perspective at the Heart of Research and Beyond. Trinity College Institute of Neuroscience, Dublin	International	Delivered
6	26/10/2016	DkIT	Bond, R.	Collaboration, trust, and resource for more successful integration and convergence. (ProACT highlighted as exemplar of ICT platform for health and social care integration way ahead).	Keynote speaker at International Conference – ‘Increasing Capacity for Age-Friendly Environments in Europe.’ (Dublin, Ireland). International conference addressing ‘innovation for convergence’ - examining links between age-friendly, healthy, smart and sustainable cities. Audience included: <ul style="list-style-type: none"> • The WHO – Global Network • European Commission, • Age-Platform Europe • Senior officials Biscay, Udine • Researchers UK, Holland, Ireland 	International	Delivered
7	8/12/2016	TCD	Dinsmore, J. (TCD)	The Importance of Behavioural Change in Advancing Digital Integrated Care,	Platform presentation at Irish Medtech CEO Forum – ‘MedTech Rising’ 2016, Galway, Ireland. Attended by 450 Medtech CEOs.	National	Delivered
8	March 2017	TCD	Dinsmore, J., Murphy, E., Hannigan, C. (TCD), Smith, S., Doyle, J. (DkIT)	Towards a digital behaviour change intervention for people with multiple chronic conditions to enhance self-management	14th Annual Psychology Health and Medicine Conference 2017 Psychology Society of Ireland, British Psychological Society Northern Ireland Branch Royal College of Surgeons in Ireland, Dublin, Ireland.	National	Abstract submitted



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9	May 2017	DKIT	Doyle, J., Hoogerwerf, E.J., Kuiper, J., Murphy, E., Hannigan, C., Dinsmore J., Van der Auwermeulen, T., Albert, J., Jacobs, A., Malucelli, L., Desideri, L., Fiordelmondo, V. (DKIT, AIAS, ASP, iMINDS)	Designing a proactive, person-centred, digital integrated care system	17th International Conference on Integrated Care. International Foundation for Integrated Care. Dublin, Ireland.	International	Abstract submitted
10	May 23–26, 2017	DKIT	TBC (J. Doyle to lead)	TBC	Pervasive Health 2017. Barcelona	International	Full paper in preparation
11	June 24-27, 2017	TCD	Dinsmore, J.	Provisional title from committee - Digitisation: eHealth as facilitator to SDM	European Academy of Neurology 3 rd Congress	International	Invited special session keynote.
12	12-14 September 2017	DKIT	TBC (C. Hannigan and E. Murphy to lead)	TBC	AAATE 2017. Sheffield UK	International	Full paper in preparation
13	12/09/2017	AAATE/ AIAS	Hoogerwerf, E.J. & Dinsmore, J.	Change management as a success factor in the scaling up of digital healthcare solutions	Workshop (Satellite event to the 14 th AAATE conference)	International	Planned
14	13-14/09/2017	AAATE/ AIAS	Hoogerwerf, E.J.	Special Thematic Session: e-Health/e-Care solutions: service innovation and outcomes	14 th AAATE Conference	International	Planned



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15	13-14/09/2017	AAATE/AIAS	Hoogerwerf, E.J.	Special Thematic Session: e-Health/e-Care solutions: technologies, interoperability and standards	14th AAATE Conference	International	Planned
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Notes: Findings from deliverables submitted at the end of phase 1 (M9-10) are currently being formulated into a consortium internal conference strategy for 2017. Progress in this initial phase was strong in highlighting the start of the project, It is anticipated that significant progress will be made in 2017 in terms of progressing the project conference targets across partners as we now have the first project results and system development completed from the needs and scoping phase.



3.3 Other talks/presentations

Target

Specific targets for talks delivered at external events were not specified in the Grant Agreement and D6.2, but these activities relate to the targets for attendance at external events by ProACT partners:

Public engagement events	Number of external events attended	>10 external events attended per partner
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Table 3: Other talks and presentations during M1-12

No	Date	Partner Lead	Presenter(s)	Event title	National/ International	Objective	Audience (number and type)	Feedback collected
1	02/02/2016	TCD	Dinsmore, J. (TCD)	<i>Views on digital integrated care for older adults.</i> World Economic Forum Council – Global Agenda Council on ageing: Closed working group/meeting on the impact of dementia and ageing on financial services. BMA House, London, UK. ¹	International	To bring key stakeholder leading programmes in the ageing and technology/digital spaces together to discuss issues around linking into financial technologies associated with ageing and health. Outcomes to inform WEF report.	25-30	Report was developed by the WEF based on insights from the meeting.
2	28/04/2016	TCD	Dinsmore, J. (TCD)	<i>Digital integrated health – EU research and innovation.</i> The Internet of Things and Analytics in Healthcare, 'Use of IoT to support independent living' – Closed group of	National	To highlight ProACT as an EU project being led by TCD and establish new collaborative links for third parties who may be interested in working with the consortium in the	Approx: 25 which include CEO's, CTO's and technical leads for tech companies, primarily SME's.	Companies have interlinked with TCD to examine future EU funding opportunities for building parallel to ProACT. Also keen to follow

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				companies and services working in this space. INTEL LABS Europe, Dublin, Ireland.		future as part of any exploitation or commercialisation of the system.		programme and see how they link in to future and post system development.
3	02/06/2016	TCD	Dinsmore, J. (TCD); Doyle, J. (DkIT); Kotoulas, S. (IBM)	Guest Lecture on ProACT Project. MSc in Health Service Management, Trinity College Dublin	National	Guest lecture on various aspects of the ProACT programme to MSc students – primarily staff from HSE.	50 MSc students - Primarily staff and managers working in the the HSE national health service in Ireland	Presentation further highlighted to HSE staff the opportunities of ProACT for linking into the health service. In following 6 months this helped with linking into smaller more focused HSE meetings.
4	23/06/2016	AIAS	Malavasi, M. (AIAS)	7th Italian Forum on AAL, Pisa, Italy	National	In a wider presentation on HMI the ProACT project has been presented as a possible application area of alternative interfaces.	200 members of the Italian AAL community	Interest for speech recognition as an alternative input solution for older adults with poor digital skills.
5	14/07/2016	AIAS	Hoogerwerf, E.J. (AIAS)	ProACT Project video presentation . APRE (Italian Ministry of 6Health)–Horizon 2020 seminar	National	Illustrate the position of a successful service provider regarding access to Horizon 2020 funding.	100 experts, researchers and project managers.	Three in depth follow up contacts with stakeholders.
6	28-30/07/2016	AIAS	Hoogerwerf, E.J. (AIAS)	WHO Expert Meeting on Disability prevention	International	Challenges in Assistive Technology. Improving	60 rehabilitation	Strong interest in collaboration.



				and Rehabilitation, Jakarta, Indonesia.		worldwide access to appropriate Assistive Technologies (AT). Discuss with Asian colleagues the challenges of the digital transformation of society and the opportunities offered by AT.	experts and doctors from South-East Asian countries.	Appreciation for efforts.
7	16/09/2016	iMEC	Jacobs, A. (imec)	ProACT project presentation at Meeting of Wit Geel Kruis (WGK) Antwerp	National	WGK is amongst the biggest public home care organisations in Belgium. They are exploring opportunities for integrated care solutions and invited imec to elaborate on the ProACT project.	10 decision makers from WGK in Antwerp	Strong interest for collaborations in large scale pilot and possible exploitation of results.
8	04/10/2016	AIAS	Malavasi, M. (AIAS)	First Workshop Ausilia, Trento, Italy	National	Highlight innovative service delivery aspects related to digital innovation in the care sector.	100 local, regional and national stakeholders (policy makers, researchers, H&SC practitioners)	Strengthening of national network.
9	05/10/2016	EASPD	Kadyrbaeva, A. (EASPD)	ProACT Project Presentation at Meeting of eHealth stakeholders Group, Brussels	International	Meeting of expert representatives of European umbrella organisations active in the eHealth sector; Discussion of the implementation of eHealth Digital Service	About 35 expert representatives of European umbrella organisations active in the eHealth	Presented and highlighted ProACT as a key project related to eHealth; networking with potential collaborators

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						Infrastructure under the Connecting Europe Facility; Feedback from the Joint Action supporting the eHealth Network; Updates from stakeholder representatives.	sector, including representative s of DG SANTE and DG CONNECT	working in similar areas.
10	3/11/2016	TCD	Dinsmore, J. (TCD)	Opportunities for collaborative work. Presentation at workshop: ASSISTID FP7 Marie Curie Fellow Research Forum, University College Dublin, Dublin.	International	Meeting of international Marie Curie Research Fellows and academic partner to discuss how best to build collaborative research programmes. ProACT was highlighted as an example of a programme within the EU context	50-60 Academic, policy, health service and business leaders in Ireland involved in EU research linked to the Marie Curie Programme.	Discussions have led to a separate group of fellows setting up a new exploratory research group at TCD to look at future collaboration in EU research programmes.
11	07/11/2016	AIAS	Malavasi, M. (AIAS)	SPARK Initiative, Tecnopolo Mirandola	National	Using Canvas methodology to develop business models for AAL solutions; networking and synergies with other research projects and local institutions	40 researchers and developers	Sharing of methodologies in AAL business model development.
12	15/11/2016	iMEC	Jacobs, A. (imec)	AIPA (Ageing In Place Aalst) User Commission Day; Aalst, Belgium	National	Meeting of Living Lab AIPA on the exploitation of their yearly project results. An presented the ProACT vision and project objectives and sensibilized	70 regional attendees (policy makers, and representative s from care home & home care	Contacts interested in the rollout of the large scale pilot



						participants on the large scale pilot testing in Belgium.	organisations)	
13	17/11/2016	TCD	Hannigan, C. (TCD)	<i>Designing a digital health intervention for older adults with multimorbidity.</i> Research seminar for students and staff at Maynooth University.	National	Seminar to provide an overview of ProACT; the role of psychology researchers in a project like ProACT and to present some findings from WP1	Approx. 25-35 attendees.; undergraduate and postgraduate psychology students and psychology teaching staff	Raising awareness of the project among students and staff at the university; highlighting the project to academic staff as potential collaborators for future proposals etc.
14	21/11/2016	AIAS	Malavasi, M. Desideri, L. (AIAS)	The AT Center in the Italian scenario: the multidisciplinary approach and service delivery methodologies, Santa Lucia Foundation, Rome, Italy	National	Highlighting the role of AT centres as knowledge hubs for innovation in Health and social care	20 Staff members of the Foundation Santa Lucia Rehabilitation Hospital in Rome	N/A
15	01/12/2016	DKIT	Doyle, J. (DKIT)	<i>ProACT</i> Slide presented at European Connected Health Alliance cross-border meeting.	National	Highlighting how ProACT fits within the European Innovation Partnership on Active and Healthy Ageing, through reference site Collage which DkIT are a member of	100+ attendees from industry, health services and academia across Ireland, Northern Ireland and EU	N/A
16	22/12/2016	TCD	Hannigan, C. (TCD)	<i>ProACT: A digital health solution for multimorbidity.</i> Presentation at Trinity eHealth Breakfast	National	3 minute project pitch highlighting potential impact on digital health or medicine in 2030; to showcase key projects	Approx. 100 attendees from industry, academia, health	Highlighted ProACT as a key project related to eHealth in TCD; networking with

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				Meeting, eHealth Ireland Innovation Showcase 2016.		in TCD related to eHealth	services, connected health ecosystem in Ireland, CCIOs	potential collaborators working in similar areas
17	22/12/2016	TCD	Dinsmore, J. (TCD)	<i>Advancing ProACTIVE Digital Integrated Care – the challenges and opportunities facing an ageing society.</i> Presentation at HSE Innovation Showcase Science Gallery Dublin	National	Presentation providing an overview of ProACT and the potential impact of the project in the context of the ageing society in Ireland.	Estimated 100 -150 attendees from industry, academia, health services, connected health ecosystem in Ireland, CCIOs	Project was highlighted particularly at a national health service level. Outcome has led to extensive talks with the national lead team for outpatient services and integrated care in Ireland. The aim of talks is to see how ProACT could be trialled and scaled in the national trial sites from 2017 onwards.

Notes: ¹This meeting was strictly confidential and without prejudice; details will therefore be removed from the public version of this deliverable following review by the EC

As findings from deliverables submitted at the end of phase 1 (M9-10) are made public, it is anticipated that significant progress will be made in 2017 in terms of opportunities and invites for partners to avail of additional presentation opportunities.



3.4 Participation in networks and alliances

The ProACT consortium and individual members in 2016 have engaged and further developed links with several key EU networks and strategic alliances to increase support and opportunities for the dissemination and exploitation of the project. These are listed below.

European Innovation partnership on Active and Healthy Ageing (EIP on AHA)

Both TCD, representing the consortium and EASPD, in collaboration with AAATE and AIAS Bologna, have submitted commitments under the 2016 call of the EIP on AHA. The commitments can be found following the links in the commitment tracker tool of EIP on AHA.

Partners	EIP on AHA action group	Committed work	Link
TCD	B3 Integrated care, C2 Independent living solutions	To link relevant project findings and expertise from the consortium to the listed Action Groups	https://ec.europa.eu/eip/ageing/commitments-tracker/b3/support-proact-h2020-project_en
EASPD, AAATE, AIAS Bologna	B3 Integrated care	To share the outcomes of the transferability study and to involve other Action Group members in its design	https://ec.europa.eu/eip/ageing/commitments-tracker/b3/evidence-base-and-convening-opportunities-pct-uptake-and-advancement-support_en

Collage Reference Site

NetwellCASALA at DKIT are a member of COLLAGE (Collaboration on Ageing), an EIP AHA reference site. COLLAGE addresses all four pillars of the EIP-AHA.

ENTELIS network

The ENTELIS network is a new European network acting as an Innovation Partnership to reduce the digital divide that see people with disabilities and older adults at risk of exclusion due to their lack of sufficient digital literacy skills. AIAS Bologna will share the expertise developed on the design of user interfaces and the enhanced user experience with the ENTELIS network members.



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European Connected Health Alliance

TCD joined as a member of this alliance which facilitates international multi-stakeholder connections around ecosystems, driving sustainable change and disruption in the delivery of health and social care. With a direct presence in 25+ countries including spread in Europe, USA, Canada and China, the ECHAlliance members develop innovative solutions around mobile health, chronic diseases, active & healthy ageing, Internet of Things, wearables, personalised medicine, genomics and Big Data. Full details can be found here: www.echalliance.com



3.5 Website

www.proact2020.eu

Target:

ProACT website	Number of page visits	10,000 visits
	Number of downloads	80-100 downloads
	Number of references from external web pages	15 external references

The first release of the ProACT project website went live in M2, providing an overview of the project, details of the Consortium and the personnel working on the project and information about how to contact the Consortium.



Figure 2: Screenshot - ProACT Website Homepage



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Extensive updates to the project website were completed in M10/M11 to include additional content describing the project, links to media coverage of the project, photographs from project events and project promotional videos. A publications section was also added; the project information leaflet was made available to download, and additional publications will be added to this section over the coming months.



Figure 3: ProACT Website - Media page

The website will continue to be updated across the course of the project, and will be kept available for a minimum of three years after the end of the project.

To date, the ProACT website has received 5,536 page views (see Table 4) from 1675 users in over 10 countries (see Figure 4).



Table 4: ProACT Website Usage Statistics

Month	Sessions	Users	% New Users	Page Views	Avg. Session Duration
March 2016	216	141	34.7%	511	00:02:34
April 2016	241	180	31.1%	472	00:01:17
May 2016	294	203	38.1%	660	00:02:08
June 2016	369	285	30.6%	683	00:01:34
July 2016	219	176	32%	411	00:01:49
Aug 2016	197	164	26.9%	417	00:01:04
Sept 2016	181	142	32.6%	405	00:02:17
Oct 2016	239	180	31.8%	491	00:01:37
Nov 2016	394	272	36.5%	1073	00:02:49
Dec 2016*	184	125	52.7%	413	00:02:25
Total	2534	1675	-	5536	00:01:59

* Note: the figures for December 2016 were downloaded on 19th December 2016 and are subject to increase between 20th – 31st December

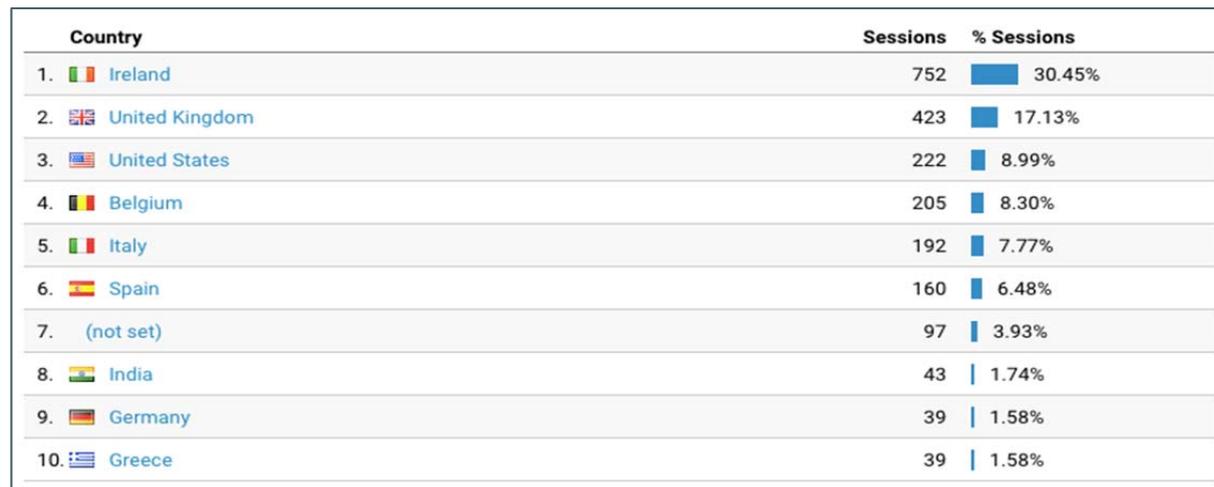


Figure 4: ProACT website audience overview (countries)



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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT

Project partners have shared links to the ProACT project website via their own organisation's websites; we have also secured references and links to the ProACT website on a number of external websites (see Table 5).

Table 5: Partner and External Website Referencing Links

ProACT Partners	
IBM	https://www.research.ibm.com/labs/ireland/EUProjects.html
IBM	http://researcher.watson.ibm.com/researcher/view.php?person=ie-Spyros.Kotoulas
Tyndall website (link to ProACT in 'Projects')	https://www.tyndall.ie/wireless-sensor-network
Tyndall website (link to ProACT in 'Projects')	https://www.tyndall.ie/biomechanics-and-motion-monitoring
Treelogic website	http://www.treelogic.com/web/guest/investigacion/big-data/-/journal_content/56/10137/104216
AAATE	http://aaate.net/activities/projects/446-2/
EASPD	http://www.easpd.eu/en/content/project-proact
AIAS Bologna	http://www.aiasbo.it/progetti/progetto-proact.html
ASP	http://www.aspbologna.it/files/Scheda_ProACT.pdf
Non-Partner Sites	
EIP-AHA website	https://ec.europa.eu/eip/ageing/commitments-tracker/b3/support-proact-h2020-project_en
European Commission	http://cordis.europa.eu/project/rcn/199903_en.html
DOCTRID Research Institute	http://www.doctrid.ie/research/other-research-programmes.php



3.6 Press releases

Target

Press releases	Number of press releases per year	1-2 press releases per annum
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Within the first phase of the project 3 major press releases were disseminated by partners across ProACT. The Table Below provides a description of these.

Table 6: Press releases issued during M1-12

Issuer	Title + date of release	Details
TCD (Main press release in English for ProACT partners)	“New cutting edge health technology to enable older people with chronic illnesses to be treated in their own homes – launched by Minister of State for Older People”. 8/06/2016	<p>Press release issued to coincide with ProACT official launch event. 8th June 2016.</p> <p>This press release was issued by the TCD Communications Office to national and international media. A copy of this press release is provided in Appendix B.</p> <p>As the coordinating partner this press release was the primary release for the project as part of the launch activity. The press release was disseminated in English.</p>
AIAS	“Nuovi orizzonti per le tecnologie per la qualità della vita. AIAS Bologna onlus e ASP Città di Bologna insieme per un importante progetto di ricerca.” 8/06/2016	<p>The press release (in Italian) introduces the ProACT project and the role of the Italian partners. Please see: http://www.aspbologna.it/files/Comunicato_ProACT.pdf</p>
Irish Government Department of Health	Minister McEntee launches Trinity College Dublin ProACT Programme 08/06/2016	<p>As TCD is the Irish partner coordinating the programme, to coincide with the Minister of State for Older Persons and Mental Health launching the programme a separate press release linked to the TCD release was issued from the Irish Government Department of Health. Please see: http://health.gov.ie/blog/press-release/minister-mcentee-launches-trinity-college-dublin-proact-programme/</p>



3.7 Media coverage

Target

Media Coverage	Number of media articles/interviews etc.	>5 media articles per press release
-----------------------	--	-------------------------------------

Overall between M1 and 12 outcomes from the 3 press releases (detailed in section 3.6 above), along with additional communication activities by project partners, included 30 pieces of media coverage (spanning national, EU and international levels) as outlined below:

Table 7: Media coverage achieved during M1-12

No .	Date (first retrieved)	Lead (origin) Partner	Journal/Radio/ TV Channel/ Website	Title (if available)	Link (if available)	Typical audience
1	February 2016	AIAS	AIAS website (online)	Project presentation	http://www.aiasbo.it/progetti/progetto-proact.html	The AIAS institutional website is followed by an Italian audience of members, health and social care administrators, other interested audience.
2	February 2016	EASPD	EASPD Website News Section	Launch of ProACT, a Horizon 2020 project on developing an integrated technology ecosystem for patient-centred care	http://www.easpd.eu/en/content/launch-proact-horizon-2020-project-developing-integrated-technology-ecosystem-patient	Policy makers, academics, health and disability service providers, technologists and industry
3	March 2016	HISC	Home Instead website (online)	“Home Instead helps kick off pioneering EU Horizon 2020 research programme”	http://www.homeinstead.ie/news-events/2016/03/11/home-instead-helps-kick-off-pioneering-eu-horizon-2020-research-programme	HISC clients, staff, additional service providers, health service staff and representatives, informal and formal caregivers
4	May 2016	TCD	Article in TCD Alumni Newsletter	“ProACT”	Print and email newsletter	Academics, researchers and a broad range of alumni associated with TCD.
5	02/06/2016	imec	Announcement on SMIT, Vrije	ProACT – Major EU Research led by Trinity to	http://smit.vub.ac.be/blogpost/312/iMinds-	Academics, media and Technologists

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ProACT

			Universiteit Brussel webpage	Revolutionise Digital Healthcare for Older People	SMIT key partner in ProACT (Integrated Technology Ecosystems for ProACTive Patient Centred Care)	
6	05/06/2016	ASP	Newsletter di ASP Città di Bologna, Year III, N. 5 June 2016	Nuovi orizzonti per le tecnologie per la qualità della vita: il progetto ProACT	Print	Local health and social care community in Bologna
7	8/06/2016	TCD	University Times (online)	“€5 million digital health research project launched by Trinity”	http://www.universitytimes.ie/2016/06/e5-million-digital-health-research-project-launched-by-trinity/	University students and staff including academics and researchers.
8	08/06/2016	TCD	Dublin City FM (Radio)	Evening news radio interview with Dr John Dinsmore, ProACT Coordinator	Radio	General public
9	8/06/2016	TCD	Department of Health (Ireland) website (online)	“Minister McEntee launches Trinity College Dublin ProACT programme”	http://health.gov.ie/blog/press-release/minister-mcentee-launches-trinity-college-dublin-proact-programme/	Healthcare staff, officials, policy groups, government and national media.
10	9/06/2016	TCD	Irish Times (print and online)	“Trinity digital health project ProACT to benefit chronically ill”	http://www.irishtimes.com/business/technology/trinity-digital-health-project-proact-to-benefit-chronically-ill-1.2677249	Leading national newspaper in Ireland; 317,000 daily readership (print) 7.5 million users monthly (online)
11	10/06/2016	DkIT	DkIT Times	NetwellCASALA @DkIT leads Irish trials for €4.67M EU H2020 project to revolutionise digital healthcare for older people	https://www.dkit.ie/news/netwellcasala-dkit-leads-irish-trials-e282ac467m-eu-horizon2020-project-revolutionise-digital-healthcare-older-people	University students and staff including academics and researchers.
12	10/06/2016	Tyndall	News item on Tyndall website to coincide with	“Cutting-edge tech to help those with chronic illnesses to be treated at home”.	https://www.tyndall.ie/news/cutting-edge-tech-to-help-those-with-chronic-	University students and staff including academics and researchers, industry and technologists



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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT

			ProACT official launch (online)		illnesses-to-be-treated-at-home/	
13	11/06/2016	TCD	Senior Times (online)	“New cutting edge health technology to enable older people with chronic illnesses to be treated in their own homes”	http://seniortimes.ie/3899-2/	National magazine dedicated to over 50s in Ireland. Over 3,000 paid subscribers (print); 2,500 free requested list (print) and online version. Distributed to active retirement groups, libraries, GP surgeries, health centres nationwide.
14	13/06/2016	TCD	Tech Central (online)	Trinity College Research to Revolutionise Digital Healthcare for Older People	http://www.techcentral.ie/trinity-college-research-to-revolutionise-digital-healthcare-for-older-people/	Technologists, industry, SME's, academics, researchers, entrepreneurs
15	14/06/2016	EASPD	News article on EASPD website (online)	“New cutting edge health technology to enable older people with chronic illnesses to be treated in their own homes”.	http://www.easpd.eu/en/content/new-cutting-edge-health-technology-enable-older-people-chronic-illnesses-be-treated-their	EASPD members + wider target audience
16	20/06/2016	TCD	Digital Health Age (online)	Health Tech Improves Chronically Ill People's Lives	http://digitalhealthage.com/health-tech-improves-chronically-ill-patients-lives/	Health professionals, researchers, health advocacy groups, policy groups, technologists, industry, SME's, academics, researchers, entrepreneurs
17	20/06/2016	TCD	Medical Independent (online)	New cutting-edge health technology to enable older people with chronic illnesses to be treated in their own homes launched by Minister of State for Older People.	http://www.medicalindependent.ie/92081/first-study-on-mobile-technology-for-chronic-disease-and-its-implications-for-healthcare-practice-in	Health professionals, researchers, health advocacy groups, policy groups, health services and researchers/academics.
18	June 2016	DkIT	Age Friendly Ireland website	NetwellCASALA @DkIT leads Irish trials for €4.67M EU H2020 project to revolutionise digital healthcare for older people	http://agefriendly.ie/louthagefriendly/p/roact/	General public, older adults, service organisations, not for profits, health professionals and health services.



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19	June 2016	EASPD	EASPD website (online)	“Launch of ProACT, a Horizon 2020 project on developing an integrated technology ecosystem for patient-centred care”	http://www.easpd.eu/en/content/lauch-proact-horizon-2020-project-developing-integrated-technology-ecosystem-patient	EASPD members + wider target audience
20	June 2016	ASP	ASP Website	Press release and project presentation	http://www.aspbologna.it/index.php/archivio-news/2053-proact-nuovi-orizzonti-per-le-tecnologie-per-la-qualita-della-vita http://www.aspbologna.it/files/Comunicato_ProACT.pdf http://www.aspbologna.it/files/Scheda_ProACT.pdf	The ASP website is followed by an Italian audience of members, health and social care administrators, other interested audience.
21	07/07/2016	AIAS	GLIC website	Press release and project presentation	http://www.centriausili.it/glic/?az=vwnot&IdNotizia=104	The institutional website of the association of independent assistive technology centres is followed by an Italian audience of members, health and social care administrators, other interested audience.
22	July 2016	TCD	Horizon 2020 Projects: Portal, Issue 11, July 2016.	“ProACTIVE healthcare” (Interview with ProACT Coordinator Dr John Dinsmore)	http://www.horizon2020publications.com/H11/index.html#105	EU wide audience of researchers, academics, policy groups, industry, services, SME’s etc all involved in or applying to H2020 programmes
23	August 2016	AIAS	AIAS National Journal	“Parte ProACT, progetto che punta sull’innovazione per la cura di anziani e disabili”	Print	The national journal is mailed to all members of the AIAS federation (14.000 members organised in 120 local sections)
24	3/09/2015	DKIT	NetwellCASALA website (online)	NetwellCASALA involved in successful Horizon 2020 application ProACT	http://www.netwellcasala.org/netwellcasala-involved-in-successful-horizon-2020-application-proact/	University students and staff including academics and researchers, industry and technologists
25	19/09/2016	TREE	Treelogic Website (online)	Press release and project presentation (in Spanish)	http://www.treelogic.com/web/guest/sala-de-prensa/noticias-/journal/content/56_INSTANCE_yB9r/10137/123701	Technologists, industry, SME’s, academics, researchers, entrepreneurs



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ProACT

26	28/10/2016	IBM	ZD Net (Online)	IBM's Watson does healthcare: Data as the foundation for cognitive systems for population health	http://www.zdnet.com/article/watson-does-healthcare-data-as-the-foundation-for-cognitive-systems-for-population-health/	Large international audience of Technologists, industry, SME's, academics, researchers, entrepreneurs. On 21/12/2016 article shared 75 times on facebook and 371 times on LinkedIN
27	15/11/2016	TCD	Senior Times (print and online)	Dr John Dinsmore from Trinity College talks about new science project, ProACT (Interview)	http://seniortimes.ie/4122-2/	National magazine dedicated to over 50s in Ireland. Over 3,000 paid subscribers (print); 2,500 free requested list (print) and online version. Distributed to active retirement groups, libraries, GP surgeries, health centres nationwide.
28	Nov 2016	TCD	Article in Trinity EngAGE Centre for Research in Ageing EZine	"ProACT"	Email newsletter	All TCD staff, students, alumni and affiliated members.
29	16/12/2016	TCD	TCD Media Relations: A Year in Review – 2016 Highlights	Press coverage of ProACT project included as a highlight of press activity for the entire university during 2016	Email newsletter	Newsletter circulated to staff, students and alumni across the university
30	No date allocated	N/A	Digital Health London (online)	News item: Digital technologies opportunities in health industry	http://digitalhealth.london/digital-technologies-opportunities-health-industry/	UK based Technologists, industry, SME's, academics, researchers, entrepreneurs

Notes: The content generated at the ProACT launch has been made available to the PR departments at Philips. Before this can be used by Philips it first has to be submitted for Legal and Regulatory approval. This has been done and as soon as the content has been approved it may be used in publicity events.



3.8 Social media

Target

Social media	Twitter -Followers -Number of posts -Number of engagements (retweets, replies, mentions etc.) Facebook -Number of page likes	3000 followers over project duration and 2 years post project >25 tweets per month >25 engagements per month >200 page likes
---------------------	---	---

Branded social media accounts for ProACT have been established on Twitter, Facebook and LinkedIn, and regular social media updates to these channels are coordinated by TCD. A ProACT YouTube account was also established to host a series of videos from the ProACT official launch event.

Table 8: ProACT Social Media Channels

ProACT Social Media	
Twitter	https://twitter.com/ProACT2020/
Facebook	https://www.facebook.com/proact2020/
LinkedIn	https://www.linkedin.com/groups/8475939
YouTube Channel	https://www.youtube.com/channel/UCPba02Hkf2rfPWY0OuWxTxw



A series of analytics illustrating activity and engagement metrics for the ProACT social media channels are provided in Table 9. In order to further promote the project and drive traffic to the ProACT social media accounts, ProACT partners have shared and engaged with updates via their own organisational and personal social media accounts.

Table 9: ProACT Social Media Analytics (Feb - Dec 2016)

	Metric	Total	Monthly average
Twitter	Followers	202	-
	Tweets and retweets	260	24
	Tweet impressions ¹	72,232	6,567
	Tweet engagements ²	1,034	94
	Profile visits	6,997	636
	Mentions	113	10
Facebook	Page likes	53	-
YouTube	Videos uploaded	12	-
	Video views	273	136
LinkedIn	Group members	62	-

¹Number of times users saw the tweet on twitter

²Total number of times a user has interacted with a tweet. This includes all clicks anywhere on the tweet (including hashtags, links avatar, username and tweet expansion), retweets, replies, follows and likes.



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ProACT

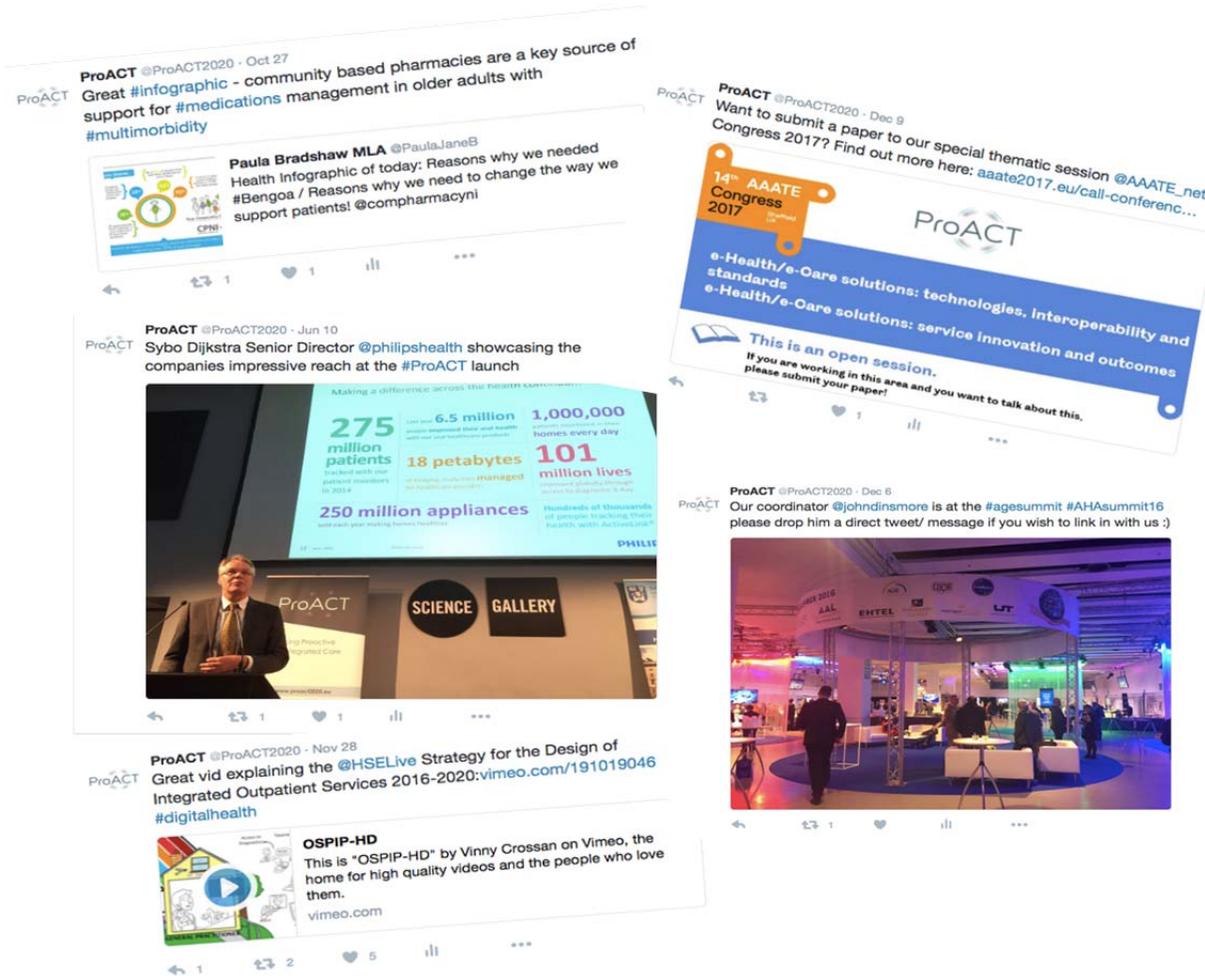


Figure 5: Selection of tweets from ProACT twitter feed



3.9 Digital newsletter

Target

Digital newsletter	Number of subscribers	>100 subscribers
	Number of newsletters issued	4 newsletters per year

An electronic mailing list was established using the Mail Chimp online email marketing solution, in order to build a community of followers, collaborators, potential end-users and members of the general public who are interested in ProACT. Key stakeholders from each target audience have been invited to subscribe to the ProACT mailing list to receive regular updates about the project via email newsletters. An online sign up form² is available and has been shared via the ProACT website and social media channels. At present there are **121 subscribers** to the ProACT mailing list.

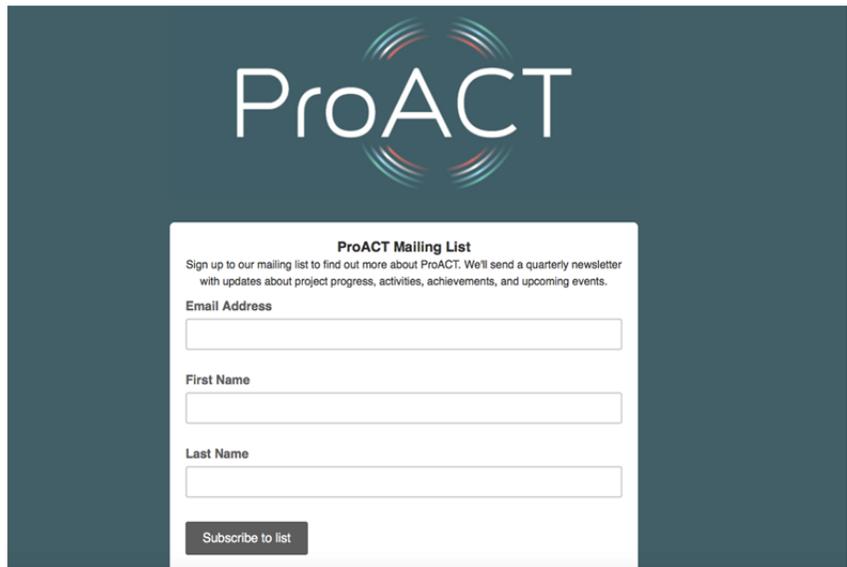


Figure 6: Screenshot of ProACT mailing list sign up form

² <http://proact2020.us6.list-manage.com/subscribe?u=97072049655abb29333d68fe8&id=1aa57890df>

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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT

Two project newsletters³ were issued during M1-2; the frequency of these newsletters will be increased in the next reporting period in line with the dissemination of research outputs generated from the initial phases.

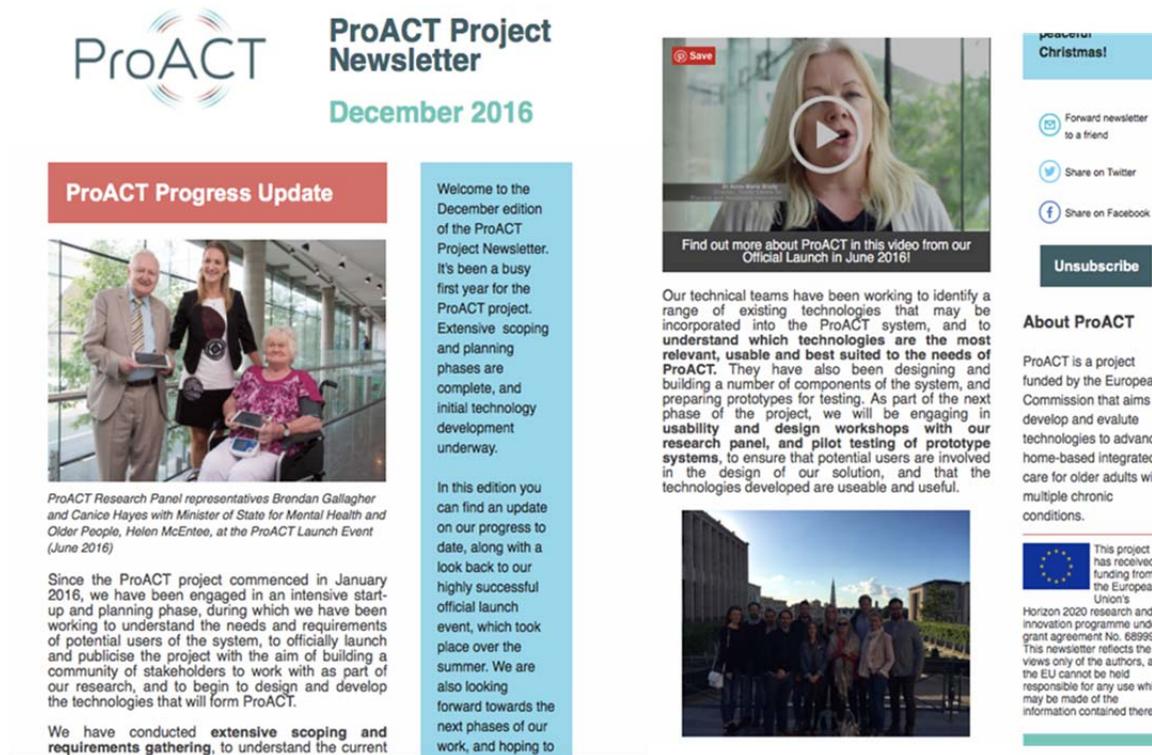


Figure 7: Screenshots from ProACT Newsletter

The latest ProACT newsletter can be viewed at this link:

<http://us6.campaign-archive2.com/?u=97072049655abb29333d68fe8&id=3606dad64c&e=67b205b501>

³ Proact Newslettter December 2016: <http://us6.campaign-archive2.com/?u=97072049655abb29333d68fe8&id=3606dad64c&e=67b205b501>



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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT

3.10 Promotional materials

3.10.1 Print promotional materials

A ProACT flyer (see Appendix A) was produced and 500 copies were printed for distribution at the official launch of the project and other events. These print copies are available to partners as required from TCD. The electronic version of this flyer is also available to all partners for distribution or additional printing; a PDF version of this flyer is available for download on the project website.

A roll-up banner was designed and produced to incorporate the ProACT visual identity along with individual partner logos; for promotion of the project at events organised by the Consortium or at events that members of the project team contribute to. This roll-up banner is stored by the coordinating partner (TCD) and is available to all partners on request.

3.10.2 ProACT Videos

A series ProACT videos were developed using footage captured at the ProACT official launch – a videographer captured footage from the event along with interviews with a number of project partners. TCD worked with this videographer to edit the footage into an 8-minute promotional video for the project, along with a series of shorter clips featuring snippets of interviews with representatives from partner organisations. These videos have been made available via a ProACT YouTube channel and on the ProACT website, and are used to promote the project via ProACT social media accounts. Project partners have also been encouraged to share the video via their own social media channels.

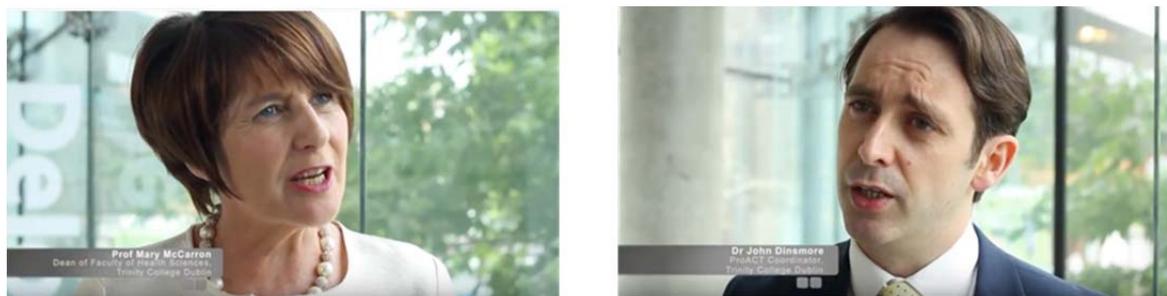


Figure 8: Screenshots from ProACT videos

Links to ProACT Videos:

Official Launch of ProACT – 8th June 2016: <https://www.youtube.com/watch?v=U5NdQuza9Ls&t=24s>

What is ProACT? - Dr John Dinsmore: https://www.youtube.com/watch?v=6yiqMe_HA_w

Digital Health Technologies for Self-Management – Dr John Dinsmore: <https://www.youtube.com/watch?v=aRpr6z5eiFI>

What is ProACT – David Walker: <https://www.youtube.com/watch?v=SW8ape8n8Ns>

Potential Impact of ProACT – Rodd Bond: <https://www.youtube.com/watch?v=iqScCNtipn4>

Integration of Healthcare Systems – Dr Spyros Kotoulas: <https://www.youtube.com/watch?v=BpZRJSZJGHE>

Health System Innovation – Dr Anne Marie Brady: <https://www.youtube.com/watch?v=siG9fWj3ZEs>

ProACT System Integration – David Walker: https://www.youtube.com/watch?v=EQ_KzTLGaBs

ProACT: Role of Home Instead Senior Care – Ed Murphy: https://www.youtube.com/watch?v=n-H_Ot-nvas

Importance of ProACT for Trinity College – Professor Mary McCarron: <https://www.youtube.com/watch?v=KaFsyLaXQVU>

ProACT: Role of AIAS Bologna: Dr Lorenzo Desideri: <https://www.youtube.com/watch?v=61s6ygRY8h8>

ProACT: Role of Project Coordinator – Dr John Dinsmore: <https://www.youtube.com/watch?v=pZ0sEXdoF4U>

Trinity Centre for Practice and Healthcare Innovation – Dr Anne Marie Brady: <https://www.youtube.com/watch?v=rqKH0Y97OIM>



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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT

Another video was produced by AIAS Bologna as a contribution to a seminar organised by the Italian Ministry of Health on public-private partnerships in Health related research under EU funding programmes. Being unable to attend (due to the ProACT consortium meeting in Brussels) a video contribution was produced. The speaker, Evert-Jan Hoogerwerf, introduced the features of ProACT including the role of AIAS and addressed the role of end user representing or close-to-end-user organisations in the research collaborating with major companies. He further elaborated on reciprocal learning and organisational change as a factor for success.

AIAS Video presentation (featuring ProACT):

<https://vimeo.com/174222623>



3.11 ProACT public engagement events

3.11.1 Events hosted by the partners

Target

Public engagement events	Number of events	2 project hosted events (1 in Y2 and 1 at project end)
---------------------------------	------------------	--

8th June 2016 **Official Launch of ProACT**
Science Gallery, Trinity College Dublin

Official launch of project by Minister of State for Mental Health and Older People, Helen McEntee T.D. The event also featured presentations from a number of ProACT partner representatives:

The launch event was attended by over 100 high level stakeholders from industry, academia, SMEs, and policy and advocacy organisations, along with patient and caregiver representatives from the ProACT research panel. Following the presentations, a reception was held to facilitate networking between partners and attendees, during which key technical partners (IBM, Philips and Tyndall) hosted demonstration tables to showcase technologies and devices.



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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT



Figure 9: Speakers at the ProACT Launch: (from L to R) Mr Barry O'Brien (IBM), Dr Gianluca Borghi (ASP Bologna), Mr Sybo Dijkstra (Philips), Prof Mary McCarron (TCD), Dr John Dinsmore (TCD), Minister of State Helen McEntee T.D., Dr Patrick Prendergast (Provost, TCD)

A press release was issued by the TCD Communications Office to national and international media to coincide with the event. Significant media coverage was secured as a result of this press release (see Section 3.7).

Live social media updates from the event were coordinated by TCD and supplemented by individual partner organisations' social media channels. The launch even was broadcast live on YouTube, and a video of the launch is available to view via the TCD School of Nursing and Midwifery YouTube Channel: <https://www.youtube.com/watch?v=zgHd2NuEtCU>

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A photographer was in attendance; official photographs were issued along with press release and have been made available to all partners for promotion of the project via their websites, social media, and other channels. A videographer attended to capture footage from the event and to film interviews with key ProACT representatives; this footage has been used to create a series of promotional videos for the project (see Section 3.10.2).



Figure 10: Representatives from the ProACT Research Panel with Minister of State for Mental Health and Older People Helen McEntee T.D. at the ProACT Launch

3.11.2 External public engagement events

Target

Public engagement events	Number of external events attended	>10 external events attended per partner
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Table 10: Promotion of ProACT at external events during M1-12

No.	Date	Partner	Event	Type and Objective of participation	Audience (type and number)	Result
1	26/05/2016	Tyndall	Health Tech Event: Photonic Systems for Life Sciences Applications. Tyndall Institute, Cork, Ireland	Demo table hosted by Tyndall showing wireless sensor technologies for health applications, ProACT flyers displayed and distributed.	This event is mainly addressed to academic and non-academic hospitals, clinical engineers, research institutions, universities, health tech manufacturers and designers, insurance companies, regulatory institutions and service providers. Approx. 80-100 attendees	Significant awareness of the programme was raised by attendees to the event.
2	27/05/2016	Tyndall	Workshop on "Palliative care in neurodegeneration with a focus on dementia: addressing complex questions through interdisciplinary research and reflection". Kingsley Hotel, Cork.	Engagement with ProACT representatives in the area of dementia research.	50-100 stakeholders present	Interaction and shared exchange of knowledge between ProACT representatives and other national experts working in the field of dementia and ageing,

3	23/06/2016	Tyndall	Caregiver symposium: healthy ageing, focus on caregiver stress. University College Cork, Cork.	Engagement with ProACT representatives in the area of health ageing and caregiver stress – The role of the caregiver forms a significant part of the ProACT programme	25-50 stakeholders present.	Interaction and shared exchange of knowledge between ProACT representatives and other national experts in the areas of ageing and caregiver stress
4	19/10/2016	EASPD	SEMINAR "Technology for unlocking human potential: roadmaps for closing the digital divide for people with disabilities"	Distribution of promotional materials	120 stakeholders: service providers, organisations interested in PCT/ AT, academia	Interaction with key stakeholders involved in the digital health tech space, enabling significant promotion of ProACT.
5	12/10/2016	EASPD	Conference: Reducing the burden of chronic diseases in the workplace. Brussels, Belgium.	Distribution of promotional materials and discussed ProACT with other attendees.	140 stakeholders: public health, healthcare professionals, patients' organisations, policy makers	Interaction with key stakeholders involved in chronic disease management and care enabling significant promotion of ProACT.
6	30/11/2016	TCD	Software as a medical device: factors to translate software in the Healthcare Arena. Workshop hosted by The Digital Hub Development Agency, Molecular Medicine Ireland and Health Research Board CRCI. The Digital Hub, Dublin, Ireland.	Attendance and promotion of ProACT during networking sessions	Approx. 100 stakeholders: SME, industry, academia	Significant interaction with experts in the fields of data protection and regulation for the development of digital health devices. Team made several key advisory contacts that can be approached to support ProACT activity.
7	06-07/12/2016	AIAS; TCD	European Summit for digital innovation for Active and Healthy Ageing. Brussels	Distribution of flyers, invitations to ProACT seminar, Sheffield 2017	2.000 stakeholders: policymakers, researchers, ngo's, professional organisations, other ICT for ageing project consortiums.	The presence at the summit has helped to establish a stronger network and to prepare the content of the ProACT seminar in Sheffield 2017. Confirmation of "change management" as a critical factor.

3.12 Training/education workshops

Target

Training/education workshops	Number of workshops Number of attendees at workshops	2 x 30 participants in regional trial seminars 2 workshops for commercial bodies in final year of programme
-------------------------------------	---	--

Notwithstanding the fact that most training workshops are planned to take place later in the project, the consortium is engaged in the organisation of a workshop in Sheffield in September 2017 as a satellite event to the 14th AAATE conference.

The workshop will address a common challenge for European projects and pilot experiences in digital health and social care. For that reasons the topic and tile of the workshop will be:

Change management as a success factor in the scaling up of digital healthcare solutions Workshop (Satellite event to the 14th AAATE conference).

The workshop will be promoted within the EIP on AHA and among other EU research project consortiums and will see the involvement of the European Commission, industry, local administrators and health and social care providers. A flyer for the event is included in the attachments. (Annex C)



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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT

3.13 Trial site visits

Target

Trial site visits	Number of site visits	200
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Trial site visits will not commence until year 2 of the project, once demonstrations of the ProACT system are established at the main trial sites, in advance of the main Proof of Concept trial (due to commence late 2017).



3.14 Stakeholder meetings

Target

Stakeholder meetings	Number of face-to-face meetings with high-level stakeholders	100 stakeholders over the course of the project
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Over 2016 the ProACT consortium engaged in a total of 20 high level stakeholder meetings interacting with approximately 49 key influential stakeholders in digital integrated health and care as outlined below.

Table 11: High Level Stakeholder Meeting Overview

No.	Date	Partner(s)	Attendees project staff	Stakeholder(s)	N° of high-level stakeholders	Topics discussed	Feedback collected
1	28/01/2016	DkIT	Doyle	Lead Geriatrician of local HSE hospital in Louth	1	Meeting to present ProACT and seek engagement for requirements gathering process and ProACT trial.	Geriatrician and team took part in requirements gathering and have agreed to take part in main trial.
2	04/02/2016	AIAS	Hoogerwerf.	Head of Regional Government Agency for health and social care	1	Meeting to present ProACT and to raise the interest of the Agency for the project ambitions	Follow up meeting in 2017
3	08/03/2016	AIAS	Hoogerwerf	Responsible for elder care of the District Bologna of the Local health Trust of Bologna (LHT)	1	Meeting to present ProACT and to ask for a collaboration on frailty prevention	List of persons to talk to.
4	17/03/2016	AIAS	Hoogerwerf	Director of the "District Bologna" of the LHT	1	Meeting to present ProACT and to ask for collaboration of the Local Health Trust. Information of approach to integrated care.	Feedback on needs and expectations of ProACT
5	25/03/2016	AIAS	Hoogerwerf	Director of the "District	1	Meeting to present ProACT	Feedback on needs

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				Casalecchio di Reno” of the LHT		and to ask for collaboration of the Local Health Trust. Information of approach to integrated care.	and expectations of ProACT
6	30/03/2016	AIAS	Hoogerwerf	Director “Clinical Governance” of the General direction of the LHT	2	Meeting to present ProACT and to ask information about care pathways. Asking for collaboration.	Readiness to sign collaboration agreement between AIAS and LHT re ProACT.
7	31/03/2016	AIAS	Hoogerwerf	Director of the Department “Socio-Sanitary activities” of the LHT	1	Meeting to present ProACT and to ask for input on integrated care. Identification of key actors to work with in LHT.	Feedback on needs and expectations of ProACT
8	21/04/2016	AIAS	Hoogerwerf	European project manager of CUP2000 (Leading company in eHealth)	1	Meeting to present ProACT and to discuss previous experiences in the region.	List of regional key actors to talk to.
9	22/04/2016	ASP	Malucelli	Director of Department of Frailty, Disability and Non Self-sufficiency of the City of Bologna	1	Presentation of the project and asking for support and collaboration for its implementation	Periodic follow up meetings planned.
10	28/04/2016	AIAS	Hoogerwerf	Head of “Home care” of the LHT	1	Meeting to present ProACT and to ask for collaboration with focus groups	Feedback on needs and expectations of ProACT
11	30/04/2016 – 01/12/2016	DKIT	Bond	Various meetings with REDZ – Regional Economic Development Zone programme, involving Louth County Council, Dept. of Art, Heritage and Culture	5	ProACT highlighted as an exemplar e-Commerce application (leveraging new Broadband), and ICPOP highlighted as a parallel paradigm shift in integrated community care.	ProACT platform will inform the development of the cross-sectoral integrated service model for (TEC) – and will set exemplar for a regional capacity development programme.



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12	02/05/2016	AIAS	Hoogerwerf, Malavasi, Desideri	University of Bologna, Department of Biomedical Engineering Research team	4	Meeting to discuss collaboration in eHealth projects	Update on running projects and ideas for collaboration.
13	06/05/2016	AIAS	Hoogerwerf	Co-ordinator Department of Primary Care of the LHT	1	Meeting to present ProACT and to plan collaboration	Factual collaboration started.
14	14/06/2016	TCD, DkIT, IBM	Dinsmore Brady Hannigan Doyle Kotoulas	Department of Health Policy Strategy and Integration Unit Department of Health, Hawkins House, Dublin 2.	4	Meeting with 4 representatives from Department of Health in Ireland working on integrated care programmes for older adults and for chronic disease. Purpose of the meeting was to give an overview of ProACT and to identify possible synergies and collaborations.	Keen interest in developing a collaborative relationship. Future meetings will be set in 2017 when the project is advanced.
15	21/07/2016	TCD	Dinsmore	Dr Z.Q. – GP	1	Meeting to provide an introduction to the project with a view to engaging with Dr Q. and her colleagues within the GP practice during the user requirements phase and also for recruitment etc. for the main PoC trials.	Stakeholder agreed to support project and facilitated the set up of a regional based GP practices in the needs and scoping analysis conducted in phase 1
16	24/08/2016	TCD	Dinsmore	Manager of Older Persons Services, Community Healthcare Organisation, HSE Ireland Trinity College Dublin	1	Meeting to discuss ProACT linking in with other HSE projects; to understand the transferability of the future ProACT system to possible populations outside those with multimorbidity or over 65	Keen interest in developing a collaborative relationship. Future meetings will be set in 2017 when the project is advanced.



17	07/09/2016	TCD, DKIT, IBM	Dinsmore Brady Hannigan Murphy Doyle Kotoulas	Health Services Executive in Ireland National Programme Manager, Integrated Care Programme for Older Persons (HSE) + Office of the Chief Information Officer (HSE)	2	HSE Ireland Integrated Care for Older Persons and eHealth Strategy Ireland Teams. Meeting to understand how best the ProACT teams link in with the future development of ProACT and potentially support recruitment for the main trial. Important to link in with these groups from a policy and health service level in the HSE. ProACT will continue to link in with these groups in terms of project development, trial site access and how best to link the final system into the health service in Ireland.	Keen interest in developing a collaborative relationship. Future meetings will be set in 2017 when the project is advanced.
18	28/09/2016	ASP	Maluccelli	Deputee-director and Head of Sector Elderly Care of ASC InSieme, Azienda pubblica di servizi sociali dell'Unione dei Comuni, Valli del Reno, Lavino e Samoggia, Bologna	2	Presentation of the project and exchange of opinions on the opportunities to collaborate.	Will follow up on collaborative opportunities in 2017
19	01/10/2016 – 07/12/2016	DKIT	Doyle, Bond	Various meetings with representatives of THINKTECH award programme for Social Innovation. Evaluators and assessors for Social Innovation award: <ul style="list-style-type: none"> • Rep: from Google • Rep: from Dept of Local 	5	DKIT background ICT is licensed as part of successful ALONE Platform submission for Social Innovation award. ProACT highlighted in submission as a future pathway for extensibility, further integration, greater	Maintain dialogue, between ALONE programme development and ProACT project team to explore downstream commercialisation possibilities.

				<p>Gov.</p> <ul style="list-style-type: none"> • Rep: from SIFI (social innovation fund for Ireland) • Rep: MHC – data protection specialists 		impact and scale.	
20	10/10/2016 with follow up on 7/12/2016	DKIT	Bond	<p>HSE Integrated Care Pathway for Older People (ICPOP) – Steering Committee for Northeast ‘Pioneer Site’ for pilot development. (Co Louth, Ireland). Steering committee including:</p> <ul style="list-style-type: none"> • Senior Hospital Staff • Primary Care • Older People’s Services • GPs • New Northeast ICPOP Team • National ICPOP programme rep; 	10	Initial verbal presentation and overview of ProACT project / including background technologies to steering group.	Invited to give demonstration of (core platform) to next steering committee meeting. Open to consider as ICT platform for on-going ICPOP integration.
21	25/10/2016	DKIT	Bond	<p>The Age-Friendly Ireland National Implementation Group comprise:</p> <ul style="list-style-type: none"> • HSE – Director Health & Wellbeing • Several Local Authority CEs • Asst Comm. Garda Siochana • CEO Ageing Alliance of NGOs • CEO - Chamber of 	12	Awareness raising of ProACT project at group meeting under AOB. (Dublin, Ireland). Verbal presentation – Raised awareness and provided overview to influential stakeholders and policy shapers of ProACT’s potential impact on strengthening long term care.	Commitment to keep group informed of project progress.

				Commerce			
22	26/10/2016	TCD	Dinsmore Hannigan	eHealth Ireland (HSE) Strategy Team Trinity College Dublin	1	Meeting to understand how best ProACT can link in with the HSE eHealth strategy team to showcase outputs from the project at a national level.	Meeting led to ProACT team presenting at HSE Innovation Showcase Nov 2016. Team will continue to link in with eHealth Ireland to raise awareness of the project.
23	11/11/2016	TCD	Dinsmore	Meeting with Electronic Health Record Project Manager for HSE - eHealth Ireland	1	Introduction to ProACT as part of ongoing links to the eHealth Ireland team. Aim will be to continue engagement to understand future implications for ProACT to link in with the planned EHR for Ireland.	Keen interest in developing a collaborative relationship. Future meetings will be set in 2017 when the project is advanced.
24	2/12/2016	DKIT	Bond	WHO Geneva – Meeting between Age-Friendly Ireland and WHO Global Ageing & Lifecourse Programme. (Geneva, Switzerland). Meeting of AFI (CEO) and 2 WHO policy officers addressing the evolution and embedding of the AFI programme in Local Government in Ireland.	3	Discussions included an overview of health, social, environmental and technology innovations in Ireland supporting active and healthy ageing. ProACT highlighted as ongoing ICT-based R&I activity reinforcing new WHO healthy ageing framework model addressing intrinsic capacity and functional ability (capabilities).	Opportunity to contribute to WHO Innovation for Ageing programme.
25	07/12/2016	AIAS, TCD	Hoogerwerf,	20 Colleagues other EU	20+	Meeting to present	Factual

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			Malavasi, Dinsmore	projects and networks, Ageing summit Brussels		ProACT, its satellite event at Sheffield 2017 and requests for collaboration	collaborations
26	20/12/2016	TCD; IBM; DKIT	Dinsmore Brady Murphy Hannigan Doyle Kotoulas	Meeting with HSE Outpatient services	2	Meeting to discuss links between ProACT and HSE vision for outpatient services in Ireland; also to discuss access to potential additional trial locations in Ireland	Keen interest in developing a collaborative relationship. Future meetings will be set in 2017 when the project is advanced
27	21/09/2016	TREELOGIC	Tatiana Silva	Meeting with DAPHNE project	10	Meetings with stakeholders and other partners of European projects that might be interested in ProACT activities. The objective was to find synergies between ProACT and identify possible ways of collaboration	Discuss potential collaboration if future



4 Report on Exploitation Activities

According to the exploitation strategy laid out in D6.2, the preliminary activities surrounding the exploitation of ProACT before the exact service/product offering of ProACT is finalised evolves around two points:

1. To seek the support of the general public, end-user organisations, authorities and policy makers to help validate the final project outcomes and support spin-out to potential customers.
2. To achieve collaborations with relevant stakeholders in the technical, commercial, SME, enterprise, investment, and corporative fields with the aim to share resources, achieve synergies, and exchange information and knowledge.

Due to the nature of these core activities we created a significant overlap between the initial exploitation efforts and the communication and dissemination activities. As described in the previous chapters, a substantial amount of meetings and presentations have been conducted within the context of seeking support from targeted groups as well as pursuing collaborations. The results of these interactions will be analysed in the first quarter of 2017 to more concretely enhance the exploitation-related deliverables 6.5, 6.6, 6.7 and 6.8 in conjunction with the upcoming Value Network Analysis and Stakeholder Network Analysis to begin in 2017.

In 2016 we began to outline the development of an innovative strategy to the Business Modelling efforts for ProACT. This included a stakeholder-based Business Modelling approach developed by imec (to be published early 2017). The developing model has been selected and assessed to help determine the most favourable Business Models for ProACT. At its core is the analysis of two concepts: "Willingness to Pay" and "Willingness to Cooperate", the latter being a completely new concept in Business Modelling literature. These concepts will be applied to different stakeholders in targeted EU markets. The model further takes into account non-monetary contributions by single involved stakeholders critical to the 'Business Model'. Especially in healthcare business-scenarios these non-monetary contributions are important to recognise and understand, e.g. a physician spending more time on analysing patient data because he suddenly has more data available from digital systems. This approach will lay the foundation to draft and validate different Business Models for ProACT, thereby enabling a more focused approach to exploitation opportunities.

Moving into the next phase a regular (bi-weekly) meeting (starting in January 2017) will be conducted to align exploitation activities parallel to the outcomes of the friendly trial and subsequent system developments. The aim will be also to understand from these developments new exploitation opportunities and map timescales/roadmaps to avail of these. This approach will help unify all actions taken around exploitation and ensure individual partner as well as joint strategies are in place to maximize opportunities from system developments and project research results.

At this stage it is important to note that research conducted in Phase 1 has indicated that there are significant gaps in knowledge across the field of multimorbidity self-management and how best multimorbidity is addressed and treated within health and social system care pathways. Outcomes have also indicated that developing digital integrated care solutions to support individuals self-managing their needs around multimorbidity (particularly with an ageing demographic) is in its infancy. ProACT presents a strong opportunity as an EU led consortium to both be a thought leader in the area but also use this knowledge to drive commercial activity jointly between and separately from partners in the project.

As has been indicated in Section 3, significant stakeholder engagement has taken place with health service representatives both within the trial site regions and across the EU. This approach has been taken to help lay the foundation for future exploitation development. In Ireland for example TCD, DkiT and IBM have had significant interactions with the Health Service Executive (HSE) to explore future collaborations with the national health service related to the project. This has been extremely positive and this relationship will be built upon in 2017 in order to understand how best ProACT can be exploited within the Irish national health system. Similar discussions are also occurring with health and social services at the other trial locations in Belgium and in Italy. It is important for the consortium to engage early with these services in understanding a roadmap forward. Developing successful national strategies for the adoption or future engagement of ProACT will provide greater understanding of how best to translate and transfer the system to other EU member states.

Finally, in the sections below we briefly outline details with regards to the ProACT private/industry partners and their ambitions towards commercial based exploitation in the next phase.

4.1 IBM

The ProACT project provides a unique opportunity for IBM to gauge the reception of new technologies for assisted living, especially in view of the activities of the Watson Health EU business unit. In particular, the scoping exercises in WP1 have the potential in the next phase to guide IBM's offering toward delivering added value to older individuals, their caregiver and care professionals using IBM systems across the EU. The collaboration with academia and industry in the context of ProACT is enabling IBM Research to stay at the forefront of the relevant fields and achieve outcomes that would not have been possible without this collaboration. We expect that this will intensify as the project progresses. As the technologies developed in the context of ProACT mature, and as we gain additional knowledge regarding their effectiveness and acceptance, IBM will be able to better guide its investment in future and existing digital healthcare products. In 2016, in terms of exploitable results, IBM has gained the following:

- A better understanding of self-management (particularly in the case of multimorbidity and ageing), behavioural change and user requirements.
- In the context of the InterACT cloud, extended knowledge and a prototype implementation, of a cloud-first platform for care analytics.
- Visibility into the care ecosystems of participating trial sites.

- An extended network of collaborators, partners and potential customers. ProACT has helped IBM build this network, and we expect to strengthen it and extend it, in the context of H2020 and beyond.

4.2 Philips

Opportunities for exploitation of results from ProACT will increase as the project progresses. Philips already has business activities in home health and social care and learnings from the ProACT integrated health and social care services will be shared with these businesses. In the short term we will share content developed in WP1 such as personas and use cases, and analysis of interviews with stakeholders as part of our EU based product development. It is important to note that in the context of multimorbidity self-management and care pathways very little is understood in these fields. Outcomes from ProACT are helping the company understand in detail the complexities of these areas and how best solutions could be tailored to address the needs of these individuals (particularly in the trial site regions). Assessment results from testing the use of Philips Healthsuite devices can also be shared which will help in the design and exploitation of future devices and services. The support/training materials developed by TREE are also valuable and could lead to new methods of providing customer support to Philips' service users. In the long term it will be the results of the trials that will be most valuable. Philips current health and social care solutions operate independently and learnings on how to bring these together within an integrated care context will be a key exploitation activity.

4.3 Treelogic

The ProACT project is a unique opportunity for TREE to increase their commercial presence in the Health sector, an area in which TREE currently commercializes different technological solutions. With ProACT project TREE will extend its portfolio of services in the healthcare field, with specific services addressing 'life-care' maintenance, for different customers, like public or private hospitals, geriatrics and healthcare communities across the EU. Key to understanding how to address 'life-care' is the issue of multimorbidity management with our ageing population. Outcomes from WP1 have already provided significant insight into the both the opportunities and challenges that face the development of digital solutions to address this issue. It has also provided a key understanding of how best we can begin to target key areas of symptom and self-management within the disease states under study in the project. This methodology (WP4) can be replicated in future for examination of other diseases across age groups and how best to target symptoms, self-management and behavioural targets.

Regarding the data analytics and applications, the algorithms and the CareApps in development can be adapted and implemented to existing solutions that TREE is already providing to their clients, adding value to our service offering. As ProACT matures understanding how these offering will link in with the final system development (tied to potential uptake in the regional trial site contexts) provides an exciting opportunity for us as a growing EU SME.

Overall in this first period initial exploitation actions have been done by TREE, such as, identify potential stakeholders and customers, analyse the sales potential of the future solutions being developed, discuss among our teams internally different mechanisms of exploitation and how these will link into the consortium moving forward, identify synergies between ProACT future products and current TREE commercial solutions, etc.

In the next phase TREE expects to increase understanding and reporting of exploitation pathways once the final ProACT prototype is developed.

4.4 Home Instead Senior Care

HISC is keen on furthering the formal Caregiver app within the project. Developing digital solutions to enhance the role of formal Caregivers within our organisation and throughout the wider global franchise network is of increasing importance to our present and future business. Initially we explored this by holding a meeting in April with the CEO of HISC Ireland and 8 franchise owners to understand the role of the formal caregiver and how to meet the needs of the client by optimising the digitisation of the role of the formal caregiver in a fast growing home care market. This will be further explored in 2017 with the development of the system from which a more developed concrete business/commercial roadmap can be outlined for progression.

Findings from WP1 (D1.2) have indicated the need for formal Caregivers to have increasing information on the activities of daily living of individuals self-managing at home. It is also further flagged the need to streamline processes among various Caregivers who link in with HISC clients. An application that makes the time of Caregivers more efficient and effective will lead to more actual care hours being provided and therefore better health outcomes for those in receipt of care. Such evidence puts HISC in a strong position to adopt and scale ProACT as a system. HISC also provide formal caregiver support to the HSE in Ireland and will link in with the Irish partners in 2017 to understand how they can advance progression around their role in future uptake of the system and its formal care components at the national level.

As the system is developed from the friendly trial, HISC will in 2017 undertake a review of the franchise operational system to understand how best the system can be adopted to enhance services in the first phase. With further understanding of the system architecture HISC will be able to support the development of a more concise business case both across the EU and internationally utilising the expertise from its Global Technology and Innovation team.

4.5 AIAS

The transferability study that is being implemented in the project will contribute greatly to the development of the exploitation strategy. The added value of the study consists in the piloting of a technology uptake process in an existing and well developed health and social care ecosystem in Bologna. The envisaged process consists in the study of the care

ecosystem expressing the demand, as outlined in phase 1 by relevant stakeholders (including administrators), who guided the formulation of requirements on behalf of the transfer site. The impact of the formulated requirements on the design of the system, its functionalities and actual adaptation to the Italian context for testing will be progressed in the next phase. The process will lead to the identification of factors of success for deployment of innovative solutions, transfer and up-scaling, and thus on the business perspectives of ProACT within this region.

In M1-12 the transfer site started to prepare the transfer pilot by actively engaging with the key stakeholders (see Section 3), among which the Public Health Trust of Bologna, responsible for delivering health care at all levels (specialized, hospital, community, home) is definitely the most important one. The Public Health Trust, together with the Regional Government, are the potential clients for procuring ProACT technology and ProACT based services. The care ecosystems have been described in Del 1.1. and the results of the requirements study in Del 1.2. The next steps will be to better assess the business model starting from the definition of user scenario's and cost-benefit projections.



5 Lessons learned and discussion of the results

5.1 Quantitative analysis

Table 12: Summary table communication and dissemination performance compared to targets

Activity	Target	Progress M1-12	Comments
Scientific publications	2 peer-reviewed publications per partner (including conference presentations) over the course of the project	<ul style="list-style-type: none"> 1 publication in preparation 	Clearly this target refers to the medium performance over the entire project. After the trials this number will rapidly rise.
Conference presentations	>2 international conferences per partner over the course of the project	<ul style="list-style-type: none"> 3 National and 11 International 7 platform presentations 2 abstracts submitted 2 full conference papers in preparation 1 satellite conference workshop planned 2 special thematic sessions planned 	Target is well on track with papers presented and special thematic sessions planned. 3 partners have already hit project target (TCD, DKIT, AAATE)
Other talks/presentations	>10 external events attended by each partner	<ul style="list-style-type: none"> 17 ProACT project presentations at external public engagement/stakeholder engagement events <p>(see also <i>External public engagement events</i>)</p>	Progress in line with target KPI. Will be reviewed to regularly by coordinating team to support partners who may not have the opportunity to present as frequently. 2 partners already over half-way to completing target (TCD x7 and AIAS x6)
ProACT Website	10,000 page visits 80-100 downloads 15 references from external webpages	<ul style="list-style-type: none"> 5536 page views 	Progress to date exceeds projections included in target KPI (over 50% of target page views achieved in less than 1/3 of the project lifespan)
Press releases	1-2 press releases per annum	<ul style="list-style-type: none"> 3 press releases issued (x2 by consortium and x1 by government health department in Ireland) 	Progress in line with target KPI
Media activity	>5 media articles per press release	<ul style="list-style-type: none"> 24 online articles 5 print articles 1 radio interviews 30(min.) total media coverage items 	Progress to date exceeds projections included in target KPI (Min. 31 items of media coverage secured in 1 year; target was 10 per year (i.e. at least 5 items per press release))
Social media	>3000 twitter	<ul style="list-style-type: none"> 202 twitter followers 	Project reaches anticipated

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	followers over project duration and 2 years post project >25 tweets per month >25 twitter engagements per month >200 Facebook page likes	<ul style="list-style-type: none"> • 260 twitter posts (~24 per month) • 1,034 twitter engagements (~94 per month) • 6,997 twitter profile visits • 53 Facebook page likes • 273 YouTube video views (~136 per month) • 62 LinkedIn group members 	twitter tweet targets KPI on target for Facebook likes Twitter followers is slower than anticipated but as the project matures and becomes more visible in 2017 all efforts to drive the twitter account will be made (e.g. more visibility of handle at conference presentations, on newsletters, press releases etc.).
Digital newsletters	100 subscribers Approx. 4 newsletters per year	<ul style="list-style-type: none"> • 121 mailing list subscribers • 2 newsletters issued 	In total the number of subscribers (121) has exceeded target. The newsletters have been streamlined with the press releases to give 4 outputs a year. It was important not to over push this engagement in case of drops to the number of subscribers.
Promotional materials	Not specified	<ul style="list-style-type: none"> • ProACT information leaflet developed (print and PDF) • 500 print copies of ProACT information leaflet • ProACT roll up banner produced • 13 ProACT promotional videos developed 	Strong promotion of the project has been achieved.
Public engagement events	2 project hosted events (1 in Y2 and 1 at project end)	<ul style="list-style-type: none"> • 1 project hosted event complete: Official Launch of ProACT 	Progress exceeds target KPI
External public engagement events	>10 events attended by partner	<ul style="list-style-type: none"> • 24 events attended <i>(includes 17 events listed in other talks/presentations)</i> 	Progress in line with target KPI
Training/ education workshops	2 x 30 participants in regional trial seminars 2 workshops for commercial bodies in final year	<ul style="list-style-type: none"> • 1 workshop in preparation to take place Sept. 2017 	Progress in line with target KPI
Trial site visits	200 trial site visits	n/a	Trial site visits will not commence until late 2017, in line with the work programme.
Stakeholder meetings	Meetings with 100 high level stakeholders	<ul style="list-style-type: none"> • 95 (approx.) stakeholders engaged over 27 meetings 	Progress to date exceeds projections included in target KPI



Conclusions: Overall the project is well on track in reaching its communication and dissemination targets. With important upcoming events, such as the Integrated Care conference and the AAATE conference it is expected that the performance will further improve. Nevertheless it is important that all consortium members continue to be engaged and support to seek opportunities to raise awareness and highlight the project.

5.2 Qualitative analysis

Overlooking the communication and dissemination effort developed so far we can notice strong activities at national level, as well as international level.

National activities have focused, especially in Ireland and Italy, in exploring key stakeholders and gate keepers and their positions regarding integrated care beyond the ones necessary to involve in the trial ecosystem definition or preparation. The qualitative feedback collected highlights the fact that there is interest in the project because there is a felt need for innovation in health care delivery at ground level, starting from the responsible participation of the patients in the management of their own conditions. This need is both expressed for economic reasons (sustainability of care) but also in terms of quality of care. In Ireland, Belgium and Italy various political stakeholders expressed the need to develop technologies to support the integration of the health and social care services. This was particularly emphasised around the key issues of ProACT in terms of multimorbidity and ageing. Particular progress has been made in the Irish and Italian sites to progress collaborative discussions to the adoption of ProACT (research outcomes and potential system) to their services. This should stimulate the consortium to imagine high level outcomes also in terms of service structure innovation and related change management at all levels.

At the international level, in particular the European organisations involved in the project, EASPD and AAATE, but also TCD, AIAS and others, are engaged in efforts to locate the project at the heart of the discussion on the digitalization of Health and Social care in Europe. The feedback received during their participation in the EIP on AHA and in the recently held European summit on digital technologies for Active and Healthy Ageing, as well as the content of the Blueprint presented in that occasion, has confirmed the fact that ProACT is fully in line with what is requested for the near future by the international community and policy makers. Also the interaction with other EU funded projects (e.g. ICT4Life⁴) has been extremely useful and will avoid ProACT working in isolation and not benefitting from the lessons learned by others. It is the intention of ProACT, as a felt social responsibility of research, to continue that contribution to the highest level of discussion around the transformation of the health and social care systems in Europe. Therefore the project will continue to strongly pursue its EU and wider international collaboration strategy.

⁴ <http://www.ict4life.eu>

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ProACT

Appendix A: ProACT Flyer



The ProACT Consortium brings together 12 partners from 6 EU Member States, and includes academic/research institutions, Small to Medium Enterprises, health service providers, EU networks, and two of the world's largest ICT companies.

For more information see www.proact2020.eu
Contact: proact2020@tcd.ie
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Advancing Proactive Digital Integrated Care

Partners:

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- ASP CITTÀ DI BOLOGNA
- treeologic
- Home Instead
- Tyndall
- amate
- EASPD
- AIAS

ProACT has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689996.



ProACT (Integrated Technology Systems for ProACTIVE Patient Centred Care) is an EU funded Horizon 2020 project. This highly ambitious research programme aims to develop and evaluate a **digital integrated care ecosystem** to support **older adults** living with **multimorbidity**. ProACT will integrate a wide variety of new and existing technologies to improve and advance home-based integrated care.

The ecosystem will connect four key care and support models central to understanding and implementing effective, continued, and coordinated patient centric care (including self management). These models are 1) homecare (including informal care); 2) hospital care; 3) community and social care; and 4) social support networks.

In the EU, there are approximately 50 million patients with multimorbidity (two or more chronic conditions), and the cost of chronic disease management is €700 billion per annum

Trial sites in Ireland and Belgium will use living lab facilities to ensure co-design of ProACT technologies, and implement proof of concept trials involving national health services, 120 patients and their formal and informal care networks.

Clinical status information, therapies and activity tools will be deployed for the conditions of:

- Chronic heart disease/congestive heart failure
- Chronic obstructive pulmonary disease (COPD)
- Diabetes
- Mild cognitive impairment and early-stage dementia

Commercial potential will be validated during the project, supported by a European feasibility study in Italy to assess the cultural and political determinants for adoption and scalability of the ecosystem.

ProACT has four main aims:



Improving patient engagement
To adopt new lifestyle changes by using online services to empower home based care and ownership of their health.



Improving workflow management
And addressing organisational change to optimise and improve the efficiency and effectiveness of services and organisations, to add value to patient care and increase revenue while minimising problems in care delivery.



Advancing new healthcare models
To fit in line with flexible patient centric service models being adopted by organizations, this includes business models, affordable healthcare etc.



Advancing home based healthcare and use of ICT-AT
The continuum of care now incorporates telehealth, remote monitoring applications, point of care treatment, health informatics and analytics.



<http://proact2020.eu/>

Cos'è ProACT?

ProACT è un progetto europeo della durata di 42 mesi, finanziato dal programma Horizon2020, che vede la collaborazione di un ampio gruppo di partner europei di diverse tipologie e dimensioni per lo studio e la realizzazione di una piattaforma per il miglioramento e una maggiore integrazione del sistema di cure per persone affette da multimorbidità.

Quali sono gli obiettivi del progetto?



Esplorare nuove forme di erogazione di welfare



Erogare assistenza socio-sanitaria integrata a domicilio



Rendere l'utente maggiormente protagonista



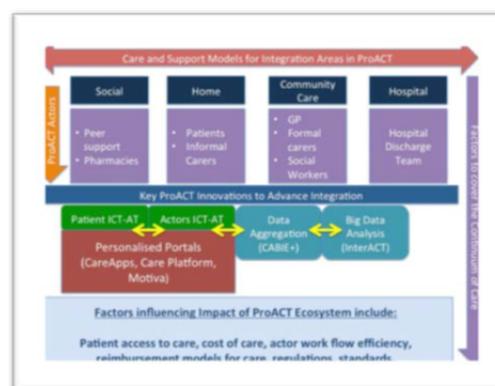
Migliorare processi di gestione e comunicazione

L'obiettivo primario del progetto è quello di incrementare la qualità dell'assistenza socio-sanitaria per le persone affette da patologie invalidanti croniche¹ (*le cosiddette multimorbidità*), attraverso l'integrazione di tutte le risorse disponibili nel contesto assistenziale in un'unica piattaforma digitale che raccoglie i dati, li elabora e fornisce importanti feed-back ai diversi attori coinvolti.

ProACT mira quindi a sviluppare metodologie innovative di *integrated care*, basate sulle tecnologie e rivolte ad utenti con patologie croniche che vivono al proprio domicilio.

Elementi innovativi di ProACT

Tra gli elementi di maggiore innovazione che verranno affrontati, vi sono il porre l'utente al centro dell'integrated care, il suo coinvolgimento attivo, la personalizzazione e la de-centralizzazione delle prestazioni, il coinvolgimento delle comunità e la prevenzione proattiva. E' inoltre primario l'obiettivo di prendere in considerazione in modo integrato quattro domini primari: contesto sociale, contesto abitativo, supporto di comunità, ambito clinico/ospedaliero.



¹ Attualmente: Malattie cardiovascolare, Diabete, Malattie respiratorie croniche



L'implementazione di ProACT dovrebbe quindi favorire il raggiungimento contestuale di tre obiettivi:

- Incremento della capacità della persone di gestire il proprio benessere e conseguente miglioramento della qualità della vita
- Effettiva integrazione di percorsi sanitari e sociali
- Diminuzione dei costi effettivi dell'assistenza sociale e sanitaria.

ProACT in Emilia Romagna

- Analisi di progetti ed esperienze esistenti
- Analisi dei requisiti e aspetti legati all'interoperabilità
- Studio di trasferibilità
- Pilot trials
- Collegamento con EIP on AHA

I partner

AIAS Bologna Onlus e ASP Città di Bologna sono i due referenti italiani per ProACT.



Trinity College Dublin
(Ireland)



IBM Research
(Ireland/Global)



AIAS Bologna onlus
(Italy)



Netwell - Centre for
Affective Solutions for
Ambient Living Awareness
(CASALA)
(Ireland)



iMinds
(Belgium)



Tyndall National Institute
(University College
Cork)
(Ireland)



TREElogic
(Spain)



Philips Electronics UK
(Ireland/Global)



Home Instead Senior
Care
(Ireland/Global)



Association for the
Advancement of Assistive
Technology in Europe
(Austria/Europe)



European Association of
Service Providers for
Persons With Disabilities
(Belgium/Europe)



Azienda pubblica Servizi alla
Persona Città di Bologna
(Italy)

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Appendix B: ProACT Press Release June 2016

Draft News Release

New Cutting Edge Health Technology to enable Older People with Chronic Illnesses to be treated in their own Homes – launched by new Minister of State for Older People

ProACT – Major EU Research led by Trinity to Revolutionise Digital Healthcare for Older People

- **1st cloud based, digital solution of its kind in Ireland and Europe**
- **€4.87 million in EU funding**
- **Will facilitate home based integrated care for older adults**

Dublin, June 8, 2016 – A new, cutting edge digital health technology project led by Trinity College Dublin will enable older people with multiple chronic diseases to self-manage their conditions and to be cared for in their own homes. Minister of State for Mental Health and Older People, Helen McEntee launched the new digital health research programme ‘ProACT’ today [June 8th] that has been awarded €4.87 million under the European Union’s (EU) Horizon 2020 Research and Innovation programme. Led by the Trinity Centre for Practice and Healthcare Innovation (TCPHI), the project brings together an EU consortium of research institutions, SMEs, health service providers, EU networks and multinational ICT companies IBM and Philips.

‘ProACT’ when complete will be the first cloud based, digital solution of its kind in Ireland and Europe to specifically support home based integrated care and management for older adults (aged 65 and over) with multiple chronic health conditions. The technologies will be focused on facilitating behavioural and lifestyle changes for older people living at home and will link with their care support network. It aims to enable older individuals to live independently in their community for as long as possible.

Commenting on its significance, the newly appointed Minister McEntee said: *“Supporting older people and the challenges they face in later years is a priority for us in Government. ‘ProACT’ is just one example of how this can be achieved by providing a unified approach to integrated care, centred on the patient at home with support from caregivers, social care workers, community based GPs, pharmacists and hospital based clinicians. I am delighted to be launching this project today as it clearly will help people to remain in their own homes in the community as they grow older.”*

Provost and President, Dr Patrick Prendergast of Trinity College said: *“Addressing the challenges of ageing is a priority for Trinity researchers. ‘ProACT’ is a prime example of how important this research is for the benefit of all in society. It brings together clinical and health research, data solutions and ICT, and will lead to the development of new technologies with the overall aim of improving older people’s lives. Joined by international partners and industry, it will deliver cutting edge innovation that will make a real difference for all of us as we grow older.”*



The first phase of the research programme will target integrated care for diabetes, chronic heart disease, congestive heart failure, chronic obstructive pulmonary disease (COPD) and age related cognitive decline. It has the potential to be further developed to address all chronic disease conditions, across all age groups.

Through the new 'ProACT' system a range of new and existing care applications, sensors and healthcare technology devices will be linked. Customised interfaces will allow patients and their network of carers, GPs, pharmacists and hospital-based clinicians to access the system via their tablet, smartphone or computer, in order to input and access relevant information from one centralised location for the support of home-based, digital integrated healthcare.

Currently, 50 million patients in Europe suffer from two or more chronic conditions (or multimorbidity). More than 70% of healthcare costs are spent on the management of chronic diseases with an overall expenditure in the EU of €700 billion annually. In Ireland, there are approximately 16,000 people aged 65 and over with multimorbidity. The four main types of chronic diseases are cardiovascular disease (e.g. congestive heart failure), cancers, chronic respiratory diseases (e.g. COPD) and diabetes.

Commenting on the current situation for patients, Dr John Dinsmore, lead academic and coordinator of the ProACT project said:

"Care for patients with two or more chronic diseases is frequently repetitive and inefficient, involving multiple appointments that are often inconvenient and burdensome. Patients sometimes receive confusing and conflicting advice that could also be potentially unsafe, for example due to medication interactions. This poorly integrated and coordinated care has a range of negative consequences for the health and quality of life of patients and their carers, but also at a broader societal level in terms of healthcare resources.

With ProACT we will aim to improve patient engagement by empowering the patient to proactively manage their conditions and to promote a sense of ownership over their health and their care. The system will also seek to improve training and support, particularly for informal caregivers within the home, in order to help reinforce positive health management and lifestyle changes for patients aged over 65."

By developing new proactive, home based healthcare models that use digital technologies, it is possible to challenge the single disease framework of chronic disease management and provide new flexible, patient-centred solutions to support the management multiple conditions. To achieve this 'ProACT' will develop a new cloud-based, open application programming interface (API) to integrate new and existing technologies to support individuals with multiple chronic conditions. Technologies the system will support include home based sensors and wearable technology to track and provide personalised clinical and non-clinical feedback to patients.

The ProACT research programme will take place across two primary trial sites in Ireland and Belgium, with a system transferability trial planned in Italy in 2018. It will take over three years to complete and from 2019 future development work could see the system rolled out across a range of disease conditions and age groups.



Commenting on their involvement in ProACT, industry partners, said:

Lab Director, IBM Research – Ireland, Eleni Pratsini said: *“We welcome ProACT as a unique opportunity to tap into the multidisciplinary expertise of service providers, industry players and academic partners. The team at IBM Research - Ireland will investigate how cognitive, cloud-based analytics can be extended to provide a consolidated view of the individual helping to drive behavioural change and enable better outcomes.”*

Sybo Dijkstra, Senior Director, Philips UK said: *“Integrated health systems and connected technologies can improve the quality of care for patients and have a positive impact on the health of populations. We are, therefore, delighted to be part of this research programme which seeks to help improve patient self-management and care collaboration via new technologies and care delivery models.”*

For media queries, contact Head of Media Relations at Trinity College Dublin, Caoimhe Ní Lochlainn, tel: +353-1-8962310, +353- 87-9017392, communications@tcd.ie

Ends

Notes to Editor

About ‘ProAct’ Consortium

This project is led from Ireland, coordinated by Trinity College Dublin, and brings together 12 partner organisations across 6 EU Member states, all with a proven track record in the fields of integrated care, clinical and health research, patient and stakeholder engagement, data solutions, and ICT-AT design and development.

- **Trinity College Dublin** www.tcd.ie is a world-leading University with an outstanding record for high-impact research publications and research funding. The College has a number of major research programmes relevant to ProACT, including Telecommunications, Neuroscience, Ageing and Independent Living, Digital Arts and Humanities, and Intelligent Systems. The proposal will be coordinated by the Trinity Centre for Practice and Healthcare Innovation (TCPHI) based within the School of Nursing and Midwifery. Established in 2012 the Centre has a core focus on Digital Integrated Care built on national and EU health based funded research projects linking patients, health professionals, services, policy groups and industry.

<https://www.tcd.ie/cphi/>

- **IBM Research Ireland** was established in July 2010 and is one of the company’s 9 research labs based outside the US. IBM researchers push the boundaries of science, technology and business to make the world work better. The company has the world’s largest research organisations, with more than 3,000 scientists and engineers working in 12 labs, on 6 continents.

<https://www.research.ibm.com/labs/ireland/>



- **Royal Philips** (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. The company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' wholly owned subsidiary Philips Lighting is the global leader in lighting products, systems and services. Headquartered in the Netherlands, Philips posted 2015 sales of EUR 24.2 billion and employs approximately 105,000 employees with sales and services in more than 100 countries. News about Philips can be found at www.philips.com/newscenter

- The **Netwell-CASALA centre at Dundalk Institute of Technology** (Ireland) is a cross-sectoral, multi-disciplinary research centre aimed at developing new ideas to support ageing-in-place and enhance the quality of life and well-being of older adults through technology, community, and environment-based interventions.

<http://www.netwellcasala.org/>

- **iMinds** (Belgium) is an independent research institute founded by the Flemish government to stimulate ICT innovation. The institute brings together more than 8000 researchers from a range of universities and knowledge centres, along with companies, authorities and not-for-profit organisations.

<https://www.iminds.be/en>

- The **UCC-Tyndall National Institute** (Ireland) was founded in 1982, and has since developed to become the leading Information and Communications Technology (ICT) research institute in Ireland, employing over 450 staff and students, and supporting industry and academic across the country.

<https://www.tyndall.ie/>

- **AIAS Bologna** (Italy) is an Italian association for individuals with functional limitations and disabilities, their family members and friends. It is also a SME with approximately 100 employees, working in centres for day care, residential care, home care and social care. AIAS has more than 30 years of experience with Assistive Technology and Ambient Assisted Living solutions.

<http://www.aiasbo.it/>

- **Treelogic** (Spain) is an R&D intensive company which provides customers with information and communication technology-based solutions, with the aim of creating, boosting, developing and adapting scientific and technological knowledge to improve daily life. The company employs over 150 staff who provide a range of services including consultancy, application development, integration and maintenance.

<http://www.treelogic.com/home>

- **Home Instead Senior Care** is the global leader in providing homecare for seniors. The company developed and implemented its franchise model for in-home non-medical care in the US in 1994, and has now deployed this model to more than 19 countries worldwide. Home Instead Senior Care began operating in Ireland in 2005, and now has 22 offices nationwide.

<http://www.homeinstead.ie/>

- The **Association for the Advancement of Assistive Technology in Europe (AAATE)** (Austria) is a pan-European sector organisation with members in more than



20 countries, aiming to increase the number of people with functional limitations that effectively use technology based assistive solutions to support participation and inclusion in all areas of life.

<http://aaate.net/>

- The **European Association of Service providers for Persons with Disabilities (EASPD)** (Belgium) represents over 12,000 service provider organisations at a European level. EASPD has 128 direct members from 29 Member countries. The main objective of EASPD is to promote the equalisation of opportunities for people with disabilities through effective and high quality service systems.

<http://www.easpd.eu/>

- **ASP Citta di Bologna** (Italy) aims to provide integrated social and health services for the older and disabled adults to ensure better quality of life. This public organisation also focuses on innovative actions for the prevention of social emergencies and the promotion of social inclusion.



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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT

Annex C ProACT Activities at the AAATE 2017 conference



Special Thematic Session

Sheffield, September 13 or 14, 2017

CALL FOR PAPERS

e-Health/e-Care solutions: technologies, interoperability and standards

e-Health/e-Care solutions: service innovation and outcomes

Content and importance

Europe and many other areas of the world are rapidly ageing and together with pressure on budgets and opportunities offered by the digital society this has led to the development of commercial and non-commercial initiatives aiming at providing, often remotely, high quality integrated care services.

But what has been reached so far? What are factors for success or failure of these (assistive) technologies in care, together with solutions for self-health management considered the future of sustainable health care in a rapidly ageing society? What are the barriers to scaling-up and to transfer successful models to other regions?

The intention of this double session is to bring together papers from different European and international projects and experiences in the field of digital health and social care, as well as from the European Innovation Partnership for Active and Healthy Ageing. Not only academic researchers, but also local authorities and health authorities, as well as companies are invited to submit papers critically analysing the results obtained.

The session is split in two sub-sessions: the first session looking into technologies (system architecture, sensors, AAL technologies, HMI), standards and wider interoperability issues, the second session looking into service innovation (integrated care, service design, end user involvement, behavioural change, staff involvement, public procurement, etc.) and outcomes (cost-benefit, quality of life, user acceptance, biopsychosocial parameters, etc.).

Short description of the format of the session

Scientific papers (published in the proceedings by IOS Press) + 2 x 5 oral presentations followed by Q&A.

Deadline: 31.01.2017

Contact Person: Evert-Jan Hoogerwerf (AAATE/AIAS) Email: hoogerwerf@aaate.net www.aaate2017.eu



Horizon 2020
European Union funding
for Research & Innovation



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D6.4. Report on dissemination, exploitation and communication activities and events

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Change management as a success factor in the scaling up of digital healthcare solutions

A satellite event to the 14th AAATE Conference 2017

SAVE THE DATE

12/09/2017, Sheffield (UK)

Demographic change requires European Regions to deploy on an increasingly large scale digital healthcare solutions to keep the costs of care sustainable without reducing its quality. Unfortunately, many attempts to develop innovative solutions have shown success at pilot level, but difficulties in the actual deployment stage. The same holds true for the transferability of digital healthcare solutions from one region to another: what works well in one place, might not work well in another.

Among the factors that explain these difficulties there are many that deal with change management. Apparently digital healthcare solutions, not to be mere "add-on's" responsible for additional costs, require deep changes in the way of working of people and organisations.

In this seminar we will assess some of the success factors related to organizational change and how these factors have been managed during the up-scaling and transfer of successful experiences. We will also look into running projects and see how they are piloting their solutions and what lessons they can learn to increase the possibility of success of their projects.

The seminar is organized by AAATE and the Horizon 2020 project consortiums ProACT and InLife, with support of the European Commission.

The workshop targets not only researchers but also health and social care managers, policymakers at national and regional level, the EIP on AHA community.

Preliminary Programme

- Opening session with **the European Commission** representatives
- Keynote: **George Crooks** (NHS 24 - Scotland's national Telehealth and Telecare organisation)
- **Invited speakers**
- Discussion



European
Commission

Horizon 2020
European Union funding
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More information available soon at: www.aaate2017.eu.



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D6.4. Report on dissemination, exploitation and communication activities and events

ProACT

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